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AUDIENCE REACTION

TO

'THE CITY AT SIX'

A New Series of News and Information Broadcast by CEMT Montreal on Weekdays 6:00-7:30 pm



No. 1297

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A New Series of News and Information Broadcast by CBMT Montreal on Weekdays 6:00-7:30 pm

Canadian Broadcasting Corporation Research Department Toronto-Ottawa-Montreal

> Report TOR/74/01(R) January 1974



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#### I INTRODUCTION

### 1. Background

This is a report on the audience performance of 'The City At Six', a new program of news and comment broadcast for local audiences by the CBC's English-language TV station in Montreal, CBMT. Scheduled Monday to Friday, from 6:00 to 7:30 pm, 'The City At Six' consists of newscasts, sportcasts, a weather report and forecast, interviews, and feature items on film. The program host is Paul Rush, with Dave Nichols as anchorman. The newsreader is Bob Girolami, the sportcaster Bob McDevitt, and the weatherman Bill Haldimand. The new season debut was Monday September 3, 1973.

'The City At Six' is by way of being an experiment, this being the first time that any CBC station has extended its early evening period of local information from an hour to ninety minutes. So also, in content and form, the new program varies considerably from its immediate predecessor on CBMT - the Monday to Friday 6:30-7:30 pm 'Hourglass' - and from 'Pulse', the local news and information program that runs directly opposite, from 6:00 to 7:00 pm, on the privately-owned Montreal English-language TV station, CFCF.

Against this background, long-term plans for 'The City At Six' called for an initial management evaluation of the program's performance over the first three months of its run. This audience study was designed as one contribution to this evaluation.



# 2. Sources of Information

The report that follows draws on two separate sources of information. The first of these, periodic BBM ratings surveys of the Montreal area, provides data on the size and demographic composition of CBMT and CFCF audiences in this 6:00-7:30 pm period - currently and in recent years. This information is reported in Section II of the report, pages 9-17, together with certain additional information on viewing habits.

The second and major source of information is a survey specially designed to elicit viewer reactions to various aspects of 'The City At Six' and the concurrent 'Pulse' program on CFCF. What particularly attracts some viewers to 'The City At Six', other viewers to 'Pulse'? Do viewers of the two programs differ significantly in their concept of what ought to be covered by programs of this kind? What do each of them most enjoy, and is there anything they particularly dislike, about their own program? And how do they rate the other by comparison? Do viewers of each of these programs have particular favorites among the various 'personalities' who appear on the program? And what comparisons do they make with corresponding personalities on the other channel? Is there any feeling among 'The City At Six' audience that the program devotes too much attention to certain types of subjects, too little to others? Do 'Pulse' viewers have similar or different reactions to their program? And how are the two programs compared in these respects?

The need to answer questions of this kind called for a rather special project design. First and foremost, it involved locating and



identifying representative samples of regular viewers of 'The City At Six' and of 'Pulse'. Additionally, we needed the reactions to both these programs of a sample of viewers who, in the normal course of events, were regular viewers of neither but who were at home and available for viewing at this time of the evening - 6:00 to 7:30 pm.

For the purposes of the survey, 'regular viewers' of 'The City At Six' and 'Pulse' were operationally defined as those who, over the previous month, had watched either program but not the other or who, having watched both programs over the past month, had spent significantly more time with one of them.

The base sample for this survey was drawn by systematic-random selection from the complete list of telephone numbers included in all telephone directories covering the metropolitan area of Montreal. From each domestic contact was first determined the 'language most usually spoken in the household'. French-speaking households were eliminated as not constituting the primary target audience for either CBMT or CFCF programming. Contacts refusing or otherwise unable to co-operate were also written off. From each of the remaining households in the sample, one adult was selected, by a random procedure, from all adults in the household. This person was questioned to determine whether he/she was a regular viewer of 'The City At Six', a regular viewer of 'Pulse' or neither. Qualified viewers were then told about the survey and asked if they would participate by mail, some time during the next two weeks. An original sample of just over 14,000 telephone calls was required to



provide the required number of close to 1200 individuals qualifying as respondents in the mail survey (see Appendix, TABLE A-1).

Questionnaires were subsequently mailed to those who agreed to participate. Copies of the various questionnaires used are included in the Appendix. Questionnaire 'A' was used in the initial recruitment and screening of the sample. Regular viewers of 'City At Six' were subsequently sent the questionnaire 'B', regular viewers of 'Pulse' questionnaire 'C'. Questionnaire 'D' was sent to some regular 'Pulse' viewers who were specially asked to watch and comment on 'City At Six'. Viewers of neither program who were asked to watch 'City At Six' and to comment on it were sent questionnaire 'E'.

Each questionnaire that was mailed carried with it a dollar bill as an incentive to complete and return. Reminder cards were sent to all recipients of questionnaires two weeks after the original mailing on November 9, 1973. By the cut-off date, December 7, some 59 per cent of those to whom questionnaires had been sent had returned usable information (see Appendix, TABLE A-2).

TABLE 1

# AVERAGE AUDIENCE RATINGS (AND SHARES) FOR ENGLISH-LANGUAGE TV STATIONS CBMT AND CFCF

# 6:00-7:30 PM, MONDAY TO FRIDAY

# MONTREAL METRO AREA

1968-1973

		6:00 -	6:3	30 pm	(	5:30 -	7:00	mq C		7:00 -	7:30	, har
	CI	BMT	(	CFCF	(	ВМТ	(	CFCF	CI	BMT	(	CFCF
	%		%		%		%		%		%	
ALL PERSONS												
1968-69	3	(15)	4	(16)	3	(12)	4	(17)	3	(8)	6	(21
1969-70	4	(15)	4	(15)	3	(13)	4	(17)	2	(8)	7	(24
1970-71	4	(14)	5	(18)	4	(14)	5	(19)	3	(9)	6	(20
1971-72	4	(13)	5	(17)	3	(10)	5	(16)	3	(8)	6	(19
1972-73	4	(12)	5	(16)	3	(10)	5	(19)	2	(7)	6	(19
Nov. 1973	2	(6)	5	(15)	2	(7)	5	(15)	2	(7)	4	(14
	%		%		5/2		%		%		%	
ADULTS	ereferativas escription (**)											
1968-69	2	(10)	4	(16)	4	(12)	5	(17)	3	(9)	ó	(17
1969-70	3	(11)	5	(19)	4	(13)	5	(17)	3	(9)	7	(19
1970-71	3	(10)	ć	(23)	5	(15)	6	(19)	3	(1.0)	6	(16
1971-72	3	(8)	7	(20)	4	(11)	7	(17)	3	(9)	6	(15
1972-73	3	(9)	7	(22)	3	(10)	7	(20)	3	(8)	6	(16
Nov. 1973	2	(7)	6	(17)	2	(7)	6	(16)	2	(7)	4	(12

SOURCE: BBM - average of November, January and March surveys for season indicated.

### II THE AUDIENCE SITUATION

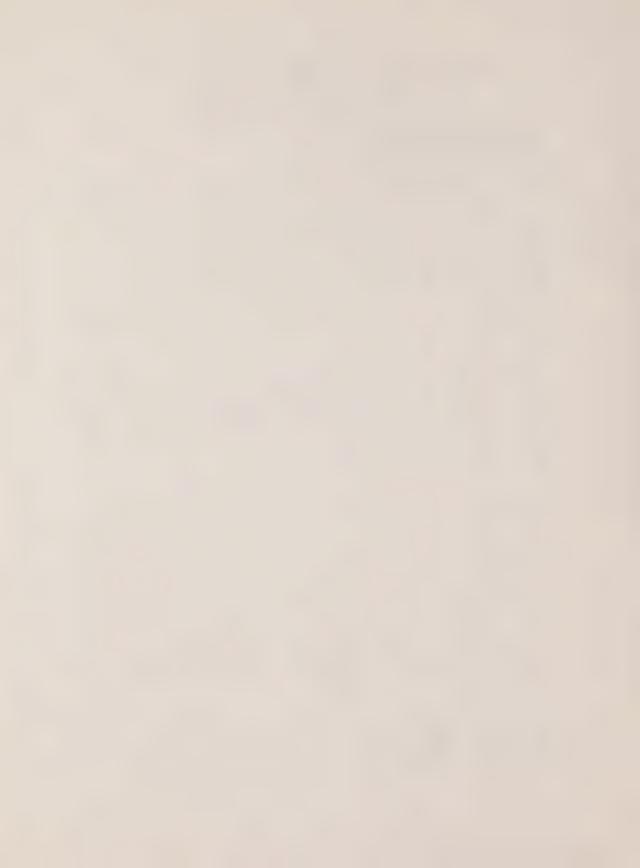
#### 1. Audience Size

The information in TABLE 1 opposite is derived from BBM rating surveys taken in November, January and March of each year over the past six seasons. The average rating and share of audience is shown, for CBMT and CFCF, for each of the half-hour periods 6:00 to 6:30 pm, 6:30 to 7:00 pm and 7:00 to 7:30 pm. Separate data is shown for all persons (aged 2 and over) and for adults (aged 18 and over).

Throughout this six-year period, CFCF has scheduled 'Pulse' from 6:00 to 7:00 pm and CBMT has scheduled 'Hourglass' from 6:30 to 7:30 pm - 1.e. until this season when 'The City At Six', replacing 'Hourglass', now fills the 6:00-7:30 pm slot.

Since the primary target audience for both these programs is adult, we shall concentrate on the bottom half of TABLE 1. Throughout five seasons, from November 1968 to March 1973, audiences to CFCF had been increasing in the 6:00 to 6:30 pm period (from a rating of 4 per cent to a rating of 7 per cent) and in the 6:30 to 7:00 pm period (from 5 per cent to 7 per cent). Audiences to CFCF in the 7:00 to 7:30 pm period have remained at the 6-7 per cent rating level throughout these five seasons.

CBMT ratings in the 6:00 to 6:30 pm period have remained at the 2-3 per cent level throughout the five seasons shown, have been declining



over the last three seasons in the 6:30 to 7:30 pm period (from 5 per cent in 1970-71 to 3 per cent in 1972-73) and have remained constant in the 7:00 to 7:30 pm period.

The audience situation prior to the introduction of 'The City At Six' may therefore be summarized as follows. Comparing the first half-hour of 'Pulse' (6:00 to 6:30 pm), with the first half-hour of 'Hourglass' (6:30 to 7:00 pm), the situation has changed from one of equality in 1968-69 (each at the 4 per cent ratings level) to one in which 'Hourglass' is being outrated by 'Pulse' by more than two to one (7 per cent to 3 per cent) in 1972-73.

Moving on now to the current season, we find that, between March and November '73, CBMT's audiences have declined marginally in all three half hours - but so also have those of CFCF. The relative audience situation is thus about the same as last season: CFCF outrates CBMT in all three half hours by about 2 or 3 to 1.

This is confirmed by data from the CBC's own national audience panel. Information collected in recent months from the 150 or so members of the panel resident in the Montreal metro area shows that, over the seven-week period from October 26 to December 13, 1973, the sverage daily rating for 'Puise' was just over twice that for 'City At Six'. Specifically: on the average day, 7 per cent of those Montreal area respondents reported viewing 'City At Six' and 17 per cent reported viewing 'Pulse'.

TABLE 2

# DEMOGRAPHIC CHARACTERISTICS OF THE AUDIENCE TO 'CBMT'S 'CITY AT SIX' AND CFCF'S 'PULSE'

#### NOVEMBER 1973

	AUDIENCE CHARACT FOR ADULT VIEW	
	'CITY AT SIX'	'PULSE'
	7,	%
Age		
18-24	10	15
25-34	26	17
35-49	25	22
50-64	28	27
65 and over	12	19
Sex		
Male	49	46
Female	51	54
Occupation		
Housewife	31	27
Managerial, professional	25	19
Clerical and sales	8	11
Farm	4	2
Students	5	7
Retired	5	14
Others	22	19
Education		
None	3	3
Grade school	14	15
High school	50	58
University	33	24
Mother tongue		
English	54	60
French	35	21
Other	11	19
Children under 12		
Yes	40	32
No	60	68
Household size		
1-2 persons	37	40
3-4 persons	40	43
5-6 persons	19	13
7-8 persons	4	4
Over 8 persons	***	-
SAMPLE BASE	(142)	(208)

SOURCE: BBM November 1973

# 2. Audience Characteristics

TABLE 2 shows the characteristics of adult viewers of 'City At Six' and 'Pulse'. This information comes from a special re-analysis of data from the November 1973 BBM survey and describes those who spent any time at all watching 'City At Six' and 'Pulse' over the period of the survey.

There appears to be little difference between the two programs with respect to the age of their viewers. 36 per cent of adult viewers of 'City At Six' are aged 18-34, compared to 32 per cent for 'Pulse'. 40 per cent of adult viewers of 'City At Six' are aged 50 or over, compared to 46 per cent for 'Pulse'. This is surprising: in most of our studies of CBC and private station news programs, the audience for the CBC program has usually proved to be much older.

Educationally and occupationally, 'The City At Six' adult audience is marginally more 'upscale' than the 'Pulse' audience. 25 per cent of 'City At Six' viewers describe themselves as "managerial" or "professional", compared to 19 per cent for 'Pulse'. 33 per cent of 'City At Six' viewers have attended university, compared to 24 per cent for 'Pulse'.

For each program, a bare majority of the audience has English as a mother rongue - 54 per cent for 'City At Six' and 60 per cent for 'Pulse'. Significantly more of the 'City At Six' audience than of the 'Pulse' audience have French as a mother tongue, while more of the 'Pulse' than the 'City At Six' audience have a mother tongue that is neither English nor French.

TABLE 3

HABITS OF VIEWING 'CITY AT SIX' AND 'PULSE'

RESPONSE <sup>†</sup>		VIEW	VERS OF			
ACNOTESA	'CITY	AT SI	IX'	1	PULSE'	to decimal the second
WATCH WHOLE PROGRAM  Watch everything Watch just certain things  Watch certain parts regularly	31	25 6	3	67	% 55 12	7
Watch selectively  WATCH JUST PART OF PROGRAM  Watch everything  Watch just certain things	69	15 53	3	33	4 28	
Watch certain parts regularly Watch selectively			25 27			13 15
NO ANSWER	4000	1	1	-	1	<b></b>
SAMPLE BASE:		(303)			(303)	

<sup>\*</sup>Questions - see opposite page

# 3. Habits of Viewing

The information in TABLE 3 is provided in response to the following questions asked in the special survey.

"'The City At Six' starts at 6:00 and ends at 7:30 pm/'Pulse' starts at 6:00 and ends at 7:00...When you watch, do you usually watch the whole program or just part of it?"

"When you have the program on, do you generally watch everything, or just certain things?"

(Asked only of those who 'watch just certain things'). "Do you watch certain parts of the program regularly, or do you watch the things that catch your interest on a particular day?"

From TABLE 3 it is clear that viewers of 'Pulse' are more likely to tune to the whole program than just a part of it, whereas viewers of 'City At Six' are more likely to tune just to a part of the program rather than all of it. However, for each program, those who do tune to the whole program tend to watch everything and those who tune to just part of the program tend to watch just certain things during the period when they are 'watching' - i.e. when the program is tuned. As a result, proportionately more 'City At Six' viewers than 'Pulse' viewers watch just certain things on the program: viewing of 'City At Six' is a more intermittent thing than viewing of 'Pulse'.

In line with this, 'Pulse' viewers are more likely to watch the program every day of the week than are 'City At Six' viewers. This is documented in the Appendix, TABLE A-3. Fifty-one per cent of 'Pulse' viewers report that they usually watch their program "every day" while

TABLE 4

AVERAGE AND CUMULATIVE AUDIENCE FOR
'CITY AT SIX' AND 'PULSE'

	MEN	WOMEN	ALL ADULTS
	%	%	7
Average & hour rating for			
'City at Six', 6:00-7:30 p.m.	3	2	2
'Pulse' 6:00-7:00	6	6	6
'City at Six', 6:00-7:30 p.m. 'Pulse' 6:00-7:00	10	9 13	9
'City at Six' only	7	6	7
'Pulse' only	9	10	9
Both programs	3	3	3

Source: BBM November 1973
Special Analysis

the corresponding figure for 'City At Six' viewers is just 34 per cent. Again, viewing of 'City At Six' is more intermittent than viewing of 'Pulse'.

Although (as we have seen) 'Pulse' outrates 'City At Six' by a two or three to one margin on an average quarter-hour basis, 'City At Six' tends to accumulate vievers at a faster rate. This is illustrated in TABLE 4, opposite. The average adult rating for 'City At Six' (Monday through Friday, 6:00 to 7:30 pm) is 2 per cent. The average adult rating for 'Pulse' (Monday through Friday, 6:00 to 7:00 pm) is 6 per cent - ratio three to one. However, over the course of a week, 12 per cent of adult Montreslers tune to 'Pulse' and 9 per cent tune to 'City at Six' - i.e. in a ratio of 4 to 3.

TABLE 5

IMPORTANCE OF VARIOUS ITEMS TO VIEWERS OF
'CITY AT SIX' / 'PULSE' +

		VIEWE	RS OF
	ITEMS	) OTTY:	'PULSE'
		Index	Index
a)	News about Montreal area	87	92 *
0)	Weather forecasts for Montreal area	87	91
£)	News of federal government	84	84
m)	Description of weather in Montreal	80	83
c)	News of other parts of Canada	. 77	78
ь)	News of other parts of Quebec	72	76
h)	News of French Canada	68	70
e)	News of other countries	68	66
i)	Interviews with people in news	64	63
d)	News of the US	64	61
q)	Films of things going on in Montreal	62	69 *
g)	Opinions on what's been going on in news	62	64
p)	Things to do in Montreal area	58	64 *
h)	Weather in rest of the country	50	56 *
k)	Sports news about professional sports	49	59 *
1)	Opinions on sports	39	46 *
j)	News of local amateur sports	35	45 *
			7 2 8

Question - see opposite page. Responses are neighted - 'very important' is scored 3, 'quite important' 2, 'nor too important' 1 and 'not at all important' zero. The scores for all respondents are cocalled, and the average for the whole sample percentaged out of the maximum 3. This percentage, for each item rates, is shown in the title as an 'index of importance'.

Indicates that the difference between 'City' and 'Pulse' viewers is statistically significant.

#### III VIEWER EXPECTATIONS AND REACTIONS

# 1. What Ought to be Covered by the Early Evening News?

Before being asked for their reactions to either of the two programs, both 'Pulse' and 'City At Six' viewers were asked what they thought generally were the most important things that should be covered by television in these early evening hours:

"How important is it to you to have each of the following on television in the early evening hours? For each item, please check whether it is very important to you, quite important to you or not at all important to you."

There then followed a list of seventeen items. Details of the answers of 'Pulse' and 'City At Six' viewers to this question will be found in the Appendix, TABLES A-7 to A-23. TABLE 5 opposite provides a summary. For each item, an index score was calculated as described in a footnote to the table. If all respondents had indicated that a particular item was "very important" to them, the index for that item would be 100. If all respondents had said the item was "not at all important" to them, the index would be zero. The higher the index, the more important the item to the viewer. Separate responses are shown for 'City At Six' and 'Pulse' viewers.

In both viewing groups, two items were mentioned more frequently than any other as being important - local Montreal news, and weather forecasts for the Montreal area. National (federal government) news

TABLE 6

RESPONSE TO OPEN QUESTION AS TO WHAT VIEWERS
LIKE BEST ABOUT 'THE CITY AT SIX'/'PULSE' +

		ONS ON 'CITY AT		OPINION	
THING(S) LIKED BEST	'CITY'	'PULSE'	'NEITHER'	*PULSI	
	7.	Z	Z	Z	
News	56	38	47	46	
Weather	16	10	11	11	
Sports	15	14	10	9	
Interviews	14.	10	16	1	
Other component parts	8	4	13	12	
Personalities in general	5	3	5	10	
Girolami (Marquis*)	4	9	9	14*	
Rush (McGowan*)	2	-	2	5*	
Haldimand (Smith*)	3	2	2	3*	
McDevitt (Irvine*)	4	2	5	2	
Others	3	2	5	4	
Friendly Atmosphere	9	5	6	8	
Jokes and humour	2	800	2	6	
Presentation'	2	1	6	10	
Concise	1	1	-	5.	
Variety of things covered	4	4	6	1	
Repetition of things	2	1	3	-	
Like everything	4	2	3	7	
Other answers	3	4	6	4	
No answer	18	27	14	11	
SAMPLE BASE	175	139	171	169	

<sup>\*</sup>Question - see opposite page.

<sup>\*</sup>These are persons on the 'Pulse' program.

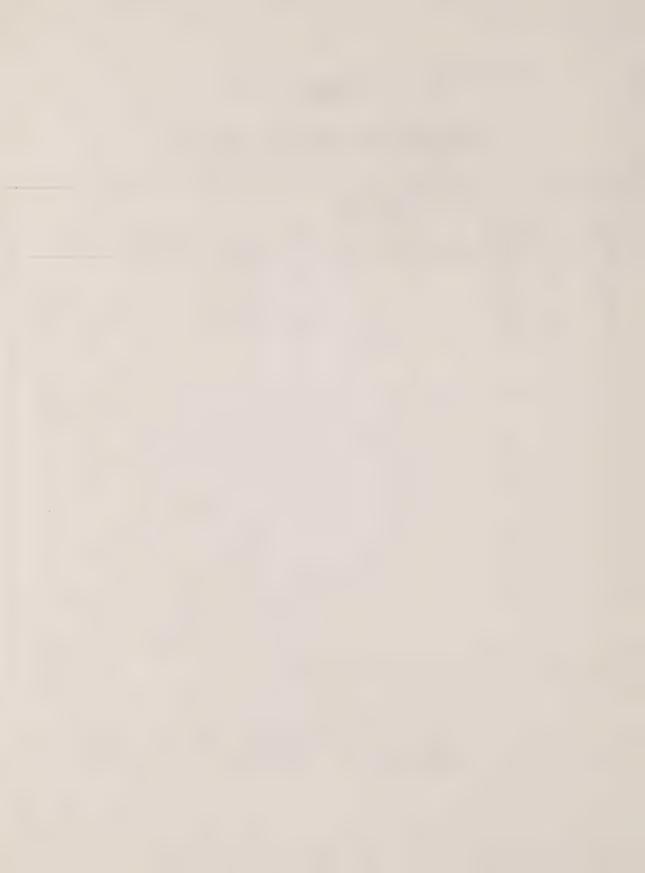
and descriptions of the weather in the Montreal area are also felt to be important. Sports news (of either professional or amateur sports) and commentators' opinions about sports are rated among the least important of these listed items. Items only remotely related to the news of the day are also felt to be of less importance - interviews, opinions, things to do in Montreal, weather in the rest of the country.

This general pattern of interests is the same for 'Pulse' and 'City At Six' viewers. Nonetheless, 'Pulse' viewers appear to be more interested than 'City At Six' viewers in sports, also in things going on in, or related to Montreal.

## 2. Spontaneous (Undirected) Reactions to the Two Programs

Viewers were first asked, simply: "What do you like best about 'The City At Six'/'Pulse'?" Coded answers to this open question are given in the Appendix in TABLE A-24. A summary is provided in TABLE 6 opposite. Separate responses are given for each of three groups of viewers of 'City At Six' - regular 'City At Six' viewers, regular 'Pulse' viewers who were specially asked to watch 'City At Six', and viewers of neither of the two programs who were asked to view 'City At Six'. The fourth column in TABLE 5 contains the responses of regular 'Pulse' viewers when commenting on 'Pulse'.

First, compare the opinions of regular 'City' viewers about 'City' (column 1) with the opinions of regular 'Pulse' viewers about 'Pulse' (column 4). For each group, the thing likes best is news. Interviews



are much more frequently mentioned by 'City At Six' viewers than by 'Pulse' viewers. 'Pulse' viewers are more likely than 'City At Six' viewers to commend the form of presentation and the conciseness of their program. Note also that 'Pulse' viewers are much more likely to mention on-air personalities and much less likely to mention program components than 'City At Six' viewers. The gross number of mentions for program personalities is 21 per cent for 'City At Six' and 36 per cent for 'Pulse'. The gross number of mentions for program components (news, weather, sports, interviews, other) is 109 per cent for 'City At Six' and 79 per cent for 'Pulse'.

Next, look at columns 2 and 4. These contrast the opinions of 'Pulse' viewers first on 'City At Six' and then again on 'Pulse'.

'Pulse' viewers are, as might be expected, generally less enthusiastic about 'City At Six' than they are about their own program. The thing about 'City At Six' that they mention most often as being best is the news. They are, however, more likely to mention sports or interviews as the best thing about 'City At Six' than they are to mention either of these as the best thing about their own program. They are less likely to mention personalities and presentation as the best thing about 'City At Six' than they are when talking of their own program.

Finally, as indicated in column 3, those people who usually watch neither 'Pulse' nor 'City At Six' tend to react to 'City At Six' in much the same way as do that program's regular viewers. The things they like best are news, followed (at a great distance) by interviews, weather and sports.

TABLE 7

RESPONSE TO OPEN QUESTION AS TO WHAT VIEWERS
LIKE LEAST ABOUT 'THE CITY AT SIX'/'PULSE' +

		S ON 'CITY AT S	SIX'	OPINIONS ON
THING(S) LIKED LEAST	'CITY'	'PULSE'	NEITHER	'PULSE'
News Weather Sports Interviews Other components parts  Personalities in general Girolami (Marquis*) Rush (McGowan*) Haldimand (Smith*) Others  Too informal Too unfriendly Poor humour  News interrupted too much Too much repetition Too long/dragged out Starts too early	7 2 3 18 9 10 2 7 1 4 2 1 2	2 2 3 7 9 23 7 5 1 7 - 2 2 2 2 2 2 2 2 2 2	2 3 6 17 13 10 1 - 8 1 2 1 2 2	7 6 8 22 2 8 8 - 1 * - 3 * 2 *
Too many commercials Too many tech. mistakes Other comments Nothing disliked No answer	3 4 3 6 25	3 4 3 6 25	6 6 5 8 20	5 - 3 17 24
SAMPLE BASE	135	137	143	106

Ouestion - see opposite page.

These are persons on the 'Pulse' program.

TABLE 7, opposite, shows answers to the reverse question: "What do you like <u>least</u> about 'City At Six'/'Pulse'?" As in the case of what was liked best, this was a completely open question; respondents were encouraged to answer in their own terms.

TABLE 7 has the same four columns as TABLE 6. Columns 1 and 4 contrast the opinions of regular 'City' viewers on 'City At Six' with those of regular 'Pulse' viewers on 'Pulse'. About a third (31 per cent) of 'City' viewers and about two-fifths (41 per cent) of 'Pulse' viewers can find nothing bad to say about their own program. About a fifth of each group cites sports as the thing they like least. However, in most cases this is not a comment on the sportscast per se, but relates to viewers' general lack of interest in sports. The biggest complaint about 'City At Six' by its own viewers relates to the structure of the program. Almost a third of 'City' viewers feel that the program is too long and dragged out, or too repetitive, or that its news is too often interrupted by other things. This is not a complaint made by 'Pulse' viewers about their program. Another difference relates to on-air personalities. Seven per cent of 'City At Six' viewers find Paul Rush the facet of 'City At Six' that they like least, whereas only one per cent of 'Pulse' viewers refer to Andrew Marquis in this way.

As for 'Pulse' viewers who have watched 'City At Six', the main things that they dislike about 'City' are the interviews (too many of them, uninteresting subjects) and the structure of the program (too long/dragged out, too much repetition, news interrupted too much).

TABLE 8

## RATIO OF FAVOURABLE TO UNFAVOURABLE MENTIONS (LIKED BEST/LIKED LEAST) FOR MAJOR ITEMS AND PERSONALITIES ON 'CITY AT SIK' AND 'PULSE'

	OPINI E	OPINIONS ON		
THING(S) LIKED LEAST	'CITY'	'PULSE'	NEITHER	'PULSE'
	Z	Z	Z	. %
News	56/2	38/3	47/3	46/6
Weather	16/3	10/7	11/6	11/8
Sports	15/18	14/9	10/17	9/22
Interviews	14/9	10/23	16/13	1/2
Other parts	8/10	4/7	13/10	12/8
Personalities				
In general	5/2	3/5	5/1	10/-
Haldimand	3/1	2/-	2/1	
Girolami	4/-	9/1	9/-	
Rush .	2/7	-/7	2/8	
McDevitt	4/-	2/-	5/-	
Marquis*	-		-	14/1

Percentage figures in each ratio are taken from TABLES 6 and 7.

<sup>\*</sup> Newsreader on 'Pulse'.

Finally, those who view neither program tend to react in much the same way to 'City At Six' as do regular 'City At Six' viewers. Their main objections to the program relate to structure (length and repetition) and to the amount of time devoted to sports.

mentions for the major components and main personalities on the two programs. 'City At Six' viewers (column 1) mention the news and the weather in an overwhelmingly favourable way. The interviews on the program tend to be mentioned more often favourably than unfavourably. The sports section and other parts of the program are as likely to be mentioned favourably as unfavourably. Girolami, Haldimand and McDevitt are mentioned, if at all, in a complimentary way. Rush, on the other hand, is more often mentioned as disliked than liked. 'Pulse' viewers also react favourably rather than unfavourably to the 'City At Six' news and to Bob Girolami. They also mention the sportscast more often in a favourable than in an unfavourable light. However, they are much more critical than complimentary about the 'City At Six' interviews, and about Paul Rush.

TABLE 9

PREFERENCE FOR 'CITY AT SIX' OR 'PULSE', EXPRESSED BY THOSE WHO HAD WATCHED BOTH +

	PREFERENCE EXPRESSED BY					
	'CITY' VIEWERS	'PULSE' VIEWERS	'PULSE' VIEWERS WHO WERE ASKED TO WATCH 'CITY'			
Prefer	7	Z	Z			
'City at Six'	24	1	5			
'Pulse'	19	32	· 66			
Both the Same	25	5	22			
Don't Watch both	27	57				
No Answer	5	5	7			

Questions: (Asked of regular viewers of each program): "Do you ever watch a program called 'Pulse' on CFCF-TV, channel 12, between 6:00 and 7:00 pm (called 'City At Six', on CEMT, channel 6, between 6:00 and 7:30 pm) on weekdays?"

<sup>&</sup>quot;Which do you generally prefer?"

A further question asked 'Pulse' and 'City At Six' viewers if they had ever seen the 'other' program - i.e. 'City At Six' or 'Pulse' respectively. Those who had were asked which they generally preferred and why.

TABLE 9 shows the answers, separately for regular 'City At Six' viewers, regular 'Pulse' viewers, and those 'Pulse' viewers who were specially asked to watch and comment on 'City At Six'.

'Pulse' viewers are much less likely to watch the other program than are 'City At Six' viewers. In addition, 'Pulse' viewers who have seen 'City At Six' tend overwhelmingly to prefer 'Pulse', while those 'City at Six' viewers who have seen 'Pulse', when asked which they prefer, split about equally between the two programs and give 'City' only a very slight edge.

On the whole, the forced exposure of 'Pulse' viewers to 'City At Six' would seem to have recruited few new recruits: only some 5 per cent of those who made the trial felt 'City At Six' to be superior to their own program.

# REASONS FOR PREFERRING 'CITY AT SIX' OR 'PULSE' EXPRESSED BY THOSE WHO HAD WATCHED BOTH +

	REASONS GIVEN FOR PRE VIEWERS WHO WATCH BOT	FERENCE, BY THOSE H PROGRAMS AND
	PREFER 'CITY'	PREFER 'PULSE'
	12	7.
News better	14]	7
News more comprehensive	15 - 33	9 - 22
Other aspects of news	4	6_
Sports better	Ĺ	4
Weather better	4	2
Other comments on components	2	-
Prefer personalities (general)	16	24
Girolami (Marquis*)	3	4*
Other people	5	3
Prefer atmosphere	9	11
Better humour	***	3
Structure more orderly	a.	9
News not interrupted		5
Faster/not so dragged out	1	13
More concise	1	21
More variety	23	1
Better presentation	4	6
Less advertising	1.0	*
Just prefer station	5	3
Other answers	5	8
No answer	19	12
SAMPLE BASE	(141)	(151)

Question (asked of those who had watched both programs and expressed a preference for one or other): "Why do you prefer that one?"

Newsreader on 'Pulse'.

TABLE 10 lists the reasons given by respondents for preferring 'City At Six' or 'Pulse'. (Regular 'Pulse' viewers who were asked to watch 'City At Six' are not included in this table.)

Those preferring 'City At Six' do so primarily because of the news (33 per cent, compared to 22 per cent for 'Pulse'), because of the wide variety of things covered by the program (23 per cent, compared to 1 per cent for 'Pulse'), or because it is perceived to have less advertising (10 per cent compared to nil for 'Pulse').

Those preferring 'Pulse', on the other hand, are more likely to refer to the on-air personalities on the program (24 per cent compared to 16 per cent for 'City'), or because of the more orderly structure, faster pace, lack of interruptions, or greater conciseness.

TABLE 11

EXTENT TO WHICH CERTAIN PARTS OF 'CITY AT SIX'
AND OF 'PULSE' ARE ENJOYED MORE THAN OTHERS +

	'INDEX OF LIKING' FOR VIEWERS OF			
	'CITY'	'PULSE'	NEITHER	
Elements of 'City'			The state of the s	
News Reports	94	85	92	
Weather Reports	85	75	77	
Interviews	74	66	67	
Films about Montreal	76	77	73	
'City Guide'	63	64	65	
Sports News	60	67	62	
Press Review	70	\$	*	
Sports Essay	47	4,9	49	
Elements of 'Pulse'	g care	10 miles (10 mil	And other and ot	
News Reports	American special production of the special spe	97	di (s.c.) questionin e	
Weather Reports		88	A commission of the commission	
Interviews	N T T T T T T T T T T T T T T T T T T T	7.4	Control of the Contro	
Films about Montreal		83	Topic	
Sports News		69	the rest on its species.	

Ouestion - see opposite page. Responses are weighted - 'like a lot' is scored 3, 'like a little' 2, 'don't like too much' 1, and 'don't like at all' zero. The scores for all respondents are totalled, and the average for the whole sample percentaged out of the maximum score of 3. This percentage, for each item rated, is shown in the title as an 'index of liking'.

<sup>\$</sup>Sample size too small to justify reporting.

## 3. Focused Reactions to Program Components

Thus far we have been discussing free form open-ended questions, which respondents could answer as they pleased. The questionnaire also, however, contained many direct, forced-choice questions and it is to these that we turn now.

One such question asked: "For each of the following parts of 'The City At Six'/'Pulse', please check whether you like it a lot, a little, not too much or not at all." Detailed replies to this question are listed in the Appendix, TABLES A-27 to A-34. TABLE 11 opposite summarizes the responses. The numbers in the body of the table are indexes, calculated as described at the foot of the table. The index is so calculated that the higher its value (maximum 100) the more widely is this particular item "liked".

The upper part of this table describes reactions to 'The City At Six'. As before, the first column shows the opinions of regular 'City' viewers, the second the opinions of regular 'Pulse' viewers who were asked to watch 'City', and the last column the opinions of those who normally watch neither program and who were specially asked to watch 'City At Six'. The lower section of the table indicates the reactions of regular 'Pulse' viewers to 'Pulse'.

Of the various items listed the most liked item on 'City At Six' is the news, followed by weather. The least liked items are the Sports Essay and the Sports News. Non-news items (City Guide, inter-



views, Press review) are not as well liked as the newscast or weather reports.

The same pattern is evident with 'Pulse' (as shown in the lower part of the table). The most liked item on 'Pulse' is the news, followed by the weather reports. The least liked item is the sports news. Interviews are not as well liked as the 'Pulse' newscast.

Those 'Pulse' viewers who were asked to watch and report on 'City At Six' (i.e. the second column of figures in the top section of TABLE 11) give high marks to the 'City' newscast. Comparing 'Pulse' viewers' opinions on 'City At Six' with their opinions on 'Pulse', we find that they rate the 'Pulse' newscast higher than the 'City' newscast (index 97 to index 85), the 'Pulse' weather reports higher than the 'City' weather reports (88 to 75), but the 'City'sports news equally with the 'Pulse' sports news (67 compared to 69).

In their reactions to 'City At Six', viewers who normally watch neither program react most favourably to the newscast and least favourably to the program's sports content and to other items unrelated to the news.

TABLE 12

# EXTENT TO WHICH EACH OF THE REGULAR ON-AIR STAFF OF 'CITY AT SIX' AND 'PULSE' ARE FELT TO BE DOING A GOOD JOB +

	INDEX FOR VIEWERS OF			
	'CITY'	'PULSE'	NEITHER	
Personalities on 'City'				
Paul Rush, host	69	62	68	
Dave Nichols, anchorman	78	68	75	
Bob Girolami, newsreader	89	78	84	
Bill Haldimand, weatherman	73	60	67	
Bob McDevitt, sportscaster	77	73	74	
Gord Atkinson, sports essayist	60	58	61	
Wayne Grigsby, host of 'City Guide'	64	58	\$	
Diane Cohen, commentator	74	\$	\$	
'ersonalities on 'Pulse'				
Andrew Marquis, newsreader		96		
Don McGowan, weatherman		87		
Barbara Smith, weathergirl		76		
Dick Irvine, sportscaster		86		

<sup>\*</sup>Question - see opposite page. Responses are weighted - 'doing a very good job' is scored 3, 'doing a good job' 2, 'doing a fair job' 1 and 'doing a poor job' zero. The scores are totalled, averaged, percentaged and indexed as in previous tables.

<sup>\$</sup>Sample size too small to justify reporting.

#### 4. Reactions to the On-air 'Personalities'

Another question presented respondents with a list of the people appearing regularly on each program. It asked, "For each of the following people who appear on 'The City At Six' ('Pulse'), please check whether you think he or she does a very good job, a good job, a fair job or a poor job."

Detailed answers to this question will be found in the Appendix,

TABLES A-35 to A-46. TABLE 12 opposite provides a summary. As before,
responses are shown as index numbers. In this case, the higher the
index, the better the job the person is thought to be doing.

The top section of TABLE 12 gives the reactions of respondents to the on-air personnel of 'City At Six'. Here again, the first column gives the opinions of regular 'City' viewers, the second the opinions of regular 'Pulse' viewers and the third the opinions of those who normally view neither 'City' nor 'Pulse'.

Looking first at the replies of regular 'City' viewers, we see that newsreader Bob Girolami is very well liked (index 89). Somewhat less liked are anchorman Dave Nichols (78) and sportscaster Bob McDevitt (77). Reaction to host Paul Rush is definitely not so favourable (69).

Examination of the detailed tables in the Appendix (TABLE A-35) shows that this fairly low average appreciation for Paul Rush is



largely due to the 9 per cent of viewers who think he is doing a "poor" job. Actually, as many viewers feel that Rush is doing a "very good job" as feel this of Haldimand, Nichols and McDevitt.

The difference is that there is a significant minority who feel Rush is doing a poor job - a minority reaction which does not exist for the other three regulars on the program. Note also, in the first column of TABLE 12, that appreciation of the sports essayist, Gord Atkinson, is at a much lower level than for the sportscaster, Bob McDevitt.

This general pattern of reaction to the personalities on 'City At Six' is shared by regular 'Pulse' viewers (column 2 in TABLE 12) and by viewers of neither program (column 3). Note however that, after Bob Girolami, 'Pulse' viewers give higher marks to sportscaster Bob McDevitt than to anyone else on 'City'.

The bottom section of TABLE 12 shows the reaction of 'Pulse' viewers to the regular personnel of 'Pulse'. The scores are generally at a higher level than for 'City At Six'. Note especially the remarkably high 'index of liking' of 96 accorded Andrew Marquis.

TABLE 13

EXTENT TO WHICH 'CITY AT SIX' AND 'PULSE' ARE FELT TO CONTAIN TOO MUCH OF SOME THINGS,

TOO LITTLE OF OTHERS +

A management of the control of the c	OPINIONS ON 'CITY AT SIX', EXPRESSED BY VIEWERS OF			OPINIONS
	'CITY'	'PULSE'	NEITHER	'PULSE'
O to manufacture.				
Interviews: About right	57	'49	49	70
(Too much - Too little)	+15	+31	+21	+4
News in general: About right	65	65	67	77
(Too much - Too little)	-21	-15	-19	-6
News about Montreal: About Right	67	59	62	61
(Too much - Too little)	-21	-29	-26	-21
Film of News taking place: About Right	50	52	54	60
(Too much - Too little)	-32	-20	-26	-25
Correspondents talking: About right	54	<b>4</b> 5	55	70
(Too much - Too little)	+7	+7	+11	+7
Newsreader reading: About Right	74	70	76	82
(Too much - Too little)	<del>-</del> 10	0	0	-4
Things that have nothing to do with the news: About right	44	51	51	62
(Too much - Too little)	+26	+30	+15	+11
Sports news: About right	55	63	57	58
(Too much - Too little)	+14	+8	+18	+13
Weather: About right	<b>7</b> 7	73	08	74
(Too much - Too little)	-9	-9	-8	-1
Jokes and informal chatter:				***************************************
About right	51	37	53	67
(Too much - Too little)	+12	С	+12	-14
				d

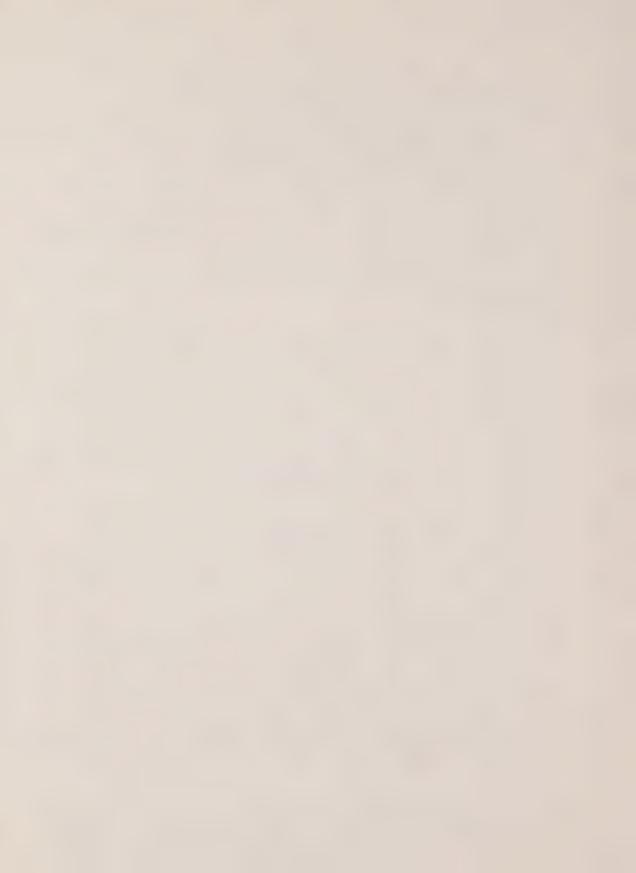
Question - see opposite. The topmost figure against each item in the table is the percentage of respondents who felt the program had the 'right amount' of this kind of content. The lower figure is the numerical difference between the percentage reporting 'too much' (+) and 'too little'(-).

### 5. Program 'Balance'

In another question, respondents were asked whether they thought 'The City At Six' ('Pulse') had too much, too little or the right amount of various items. The actual question: "Please think about the different things that appear on 'The City At Six' ('Pulse'). For each of the following, please check whether you think 'The City At Six' ('Pulse') has too much of it, not enough of it, or about the right amount of it."

Detailed answers to this question are in the Appendix, TABLES A-48 to A-57. TABLE 13 presents a summary. It shows, for each item listed, the proportion of respondents thinking that the program has "about the right amount" of material of this kind. Also shown, in each case, is the difference between the proportion saying there is "too much" of the item, and the proportion saying there is "not enough".

Thus, comparing the opinions of regular 'City' viewers on 'City At Six' (the first column) with the opinions of regular 'Pulse' viewers on 'Pulse' (the last column), it is clear that 'City At Six' viewers are much more inclined than 'Pulse' viewers to feel that their program has too many interviews, not enough news in general, too many things that have nothing to do with the news, and too many jokes and informal chatter. Moreover, reacting to 'City At Six', 'Pulse' viewers feel that, compared to their own program, 'City' has too many interviews and too many things that have nothing to do with the news. Viewers of



neither program tend to react to the 'City At Six' in much the same way as do regular 'City' viewers.

Note that substantial minorities feel that neither program carries enough news about Montreal, nor enough film of news events actually taking place.

TABLE 14

VIEWERS' OPINIONS ON SPECIFIED ASPECTS OF 'CITY AT SIX' AND 'PULSE' +

	OPINIONS ON 'CITY AT SIX', EXPRESSED BY VIEWERS OF			OPINIONS ON
	'CITY'	'PULSE'	NEITHER	'PULSE'
				A CONTRACTOR OF THE CONTRACTOR
Clear - confusing	84	83	77	95
Interesting - dull	74	52	72	88
Fast moving - slow and dragged out	49	38	. 56	72
Serious - light	53	59	49	59
Friendly and informal - stiff and formal	75	62	69	81
Professional - Amateur	72	. 66	73	. 88
For me - Not for me	66	47	62	86
Getting better - Getting worse	66	400	400	69
Enjoyable - unenjoyable	73	55	70	87
Informative - not informative	85	74	83	93
				and the second

Ouestion - see opposite. The index numbers in this table are obtained by weighting the five points in the scale by 4,3,2,1 and 0 respectively and then percentaging the mean value on the maximum 4. Hence a high value (maximum 100) indicates that the left-hand word or phrase in the pair tends to be selected; a low value (minimum 0) indicates that the right-hand word or phrase in the pair tends to be selected.

#### 6. Other Reactions

Finally, several questions sought to compare the two progress on certain characteristics attributed to them by their viewers.

One group of questions was of the semantic-differential type: respondents were presented with pairs of adjectives or adjectival phrases ('bipolar opposites' such as clear/confusing, professional/amateur, etc.) and were required to indicate, on a five-point scale, the extent to which they felt the program had these characteristics.

Ten such pairs of opposites were presented. Detailed responses are given in the Appendix, TABLE A-47. They are summarised in TABLE 14. Here again results are presented as indices. The explanation of the scoring is given in a footnote to the table. The higher the index, the greater the tendency to feel that the program is 'clear' rather than 'confusing', 'interesting' rather than 'dull', and so on.

We first compare the reactions of regular 'City' viewers to 'City At Six' with those of regular 'Pulse' viewers to 'Pulse' (column 1 and column 4). 'City At Six' is thought to be less interesting, less enjoyable, slower and more dragged out, more amateur and less 'for me'. Compared to their own program, 'Pulse' viewers (column 2) see 'City At Six' as duller, less enjoyable, more dragged out, less friendly and more amateur.

TABLE 15

## EXTENT TO WHICH VIEWERS AGREE OR DISAGREE WITH CERTAIN STATEMENTS ABOUT 'CITY AT SIX' AND 'PULSE' +

		OPINIONS ON 'CITY AT SIX' EXPRESSED BY VIEWERS OF			OPINIONS
		'CITY'	'PULSE'	NEITHER	'PULSE'
a)	The program deals with too many things that are just not interesting to the average viewer	49	62	54	31
ъ)	There is too much repetition on "The City at Six"/ "Pulse"	52	58	52	27
c)	The people on the show seem very involved and interested in what they are doing	84	72	81	93
d)	The City at Six/Pulse should give only the news of the day, sports and weather and forget about other things	32	39	27	24
e)	"The City at Six"/"Pulse" is a show you can tune to at any time and get the news	60	54	51	63
£)	On "The City at Six"/ "Pulse" they go on too long with each thing	43	57	46	25
g)	After watching "The City at Six"/"Pulse" I really feel I know what's happened in the news	80	62	73	87
h)	"The City at Six"/"Pulse" gives you a good idea of what's going on in Mon-				The second secon
i)	"The City at Six"/"Pulse" should spend time on events and personalities that are	81	77	80	87
	not covered by ordinary newscasts	63	52	59	54

Ouestion - see opposite page. The figures in the table are in this case 'indexes of agreement' with the various statements listed. On the 5-point scale described opposite, these index figures are compiled on the same basis as the index figures in TABLE 14. In this case, the larger the index, the greater the degree of overall agreement with the statement.

Another block of questions presented respondents with various statements about the programs and asked them to check, for each statement, how much they agreed or disagreed with it. The possible alternatives were 'Agree a lot', 'Agree a little', 'Uncertain', 'Disagree a little' and 'Disagree a lot'. Details of viewers' responses to these questions are in the Appendix, TABLES A-58 to A-66. TABLE 15 presents a summary of the index scores. The index here is constructed so that it has a value of 100 if all respondents agree with the statement and a value of 0 if all respondents disagree.

Compared to what 'Pulse' viewers think of their program (column 4),

'City' viewers (column 1) tend to feel that 'The City At Six' has too
much repetition, that each item continues for too long, and that the
program deals with too many things that are just not interesting to the
average viewer. Both programs, it is felt, "give you a good idea what's
going on in Montreal"; both give the viewer the feeling that he really
knows what's been going on in the news; and in both programs the on-air
staff give the impression of knowing what they're using.

Compared to what they think of their own program, 'Pulse' viewers feel very strongly that 'The City At Six' deals with too many things that are just not interesting to the average viewer, that it is 100 repetitive, and that each item tends to go on too long.



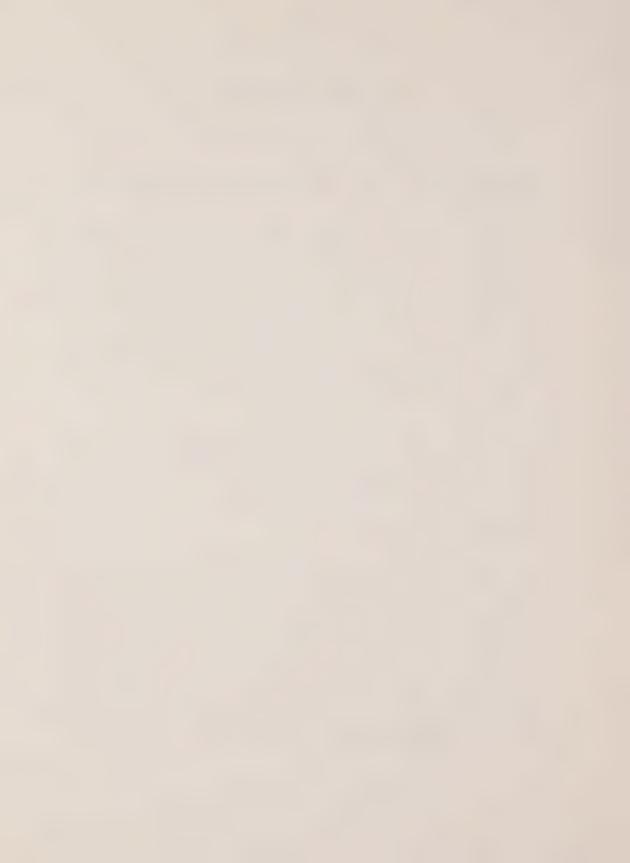
#### IV SUMMARY OF CONCLUSIONS

The 'City At Six' and 'Pulse' Audiences: Their Size, Viewing Mabits and Demographics

In the 6:00-7:00 pm slot on weekdays, the first hour of CBMT's new, ninety-minute program of news and comment, 'The City At Six', runs directly against CFCF's 'Pulse'. 'Pulse' has the bigger average audience, outrating 'The City At Six' by about 3 to 1. The last half-hour of 'The City At Six', from 7:00-7:30 pm runs against a miscellany of light entertainment programs on CFCF. Here again CFCF has the bigger audience, outrating CBMT by about 2 to 1.

Throughout this 6:00-7:30 pm weekday period, both CBMT and CFCF show a slight audience decline from the previous 1972-73 season. In relation to each other, however, there has been virtually no change in the size of their audiences.

Viewing of 'The City At Six' is more intermittent than viewing of 'Pulse'. Thus, of those who watch 'City' at all in the course of an average month, about one-third watch every day - whereas for 'Pulse' it is about one-half. Moreover, on any given day, only about one-third of those who do watch 'The City At Six' watch the whole 90-minute program: The remaining two-thirds watch only parts of the program. For 'Pulse', about the exact opposite holds: two-thirds of each day's



viewers watch throughout the entire hour while one-third tend to watch parts of the program only.

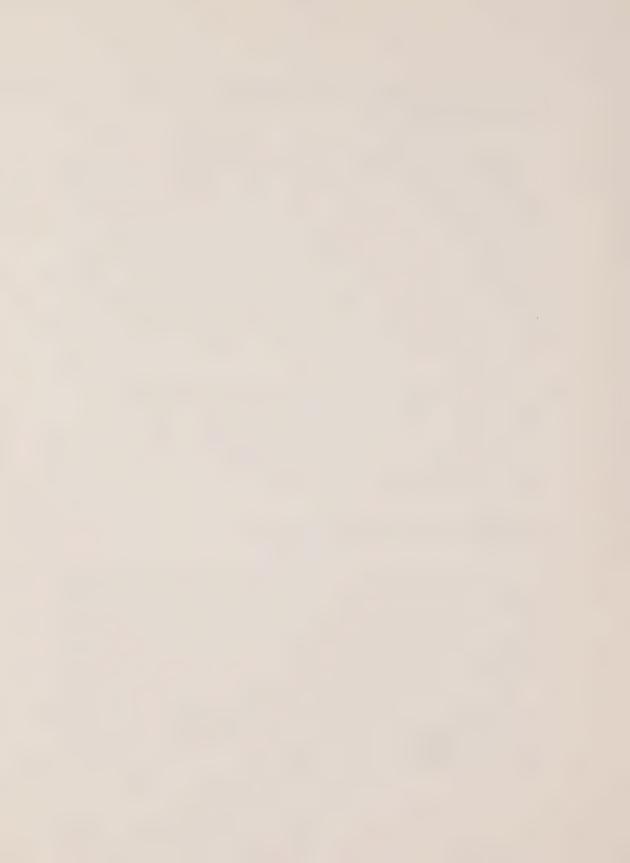
What this means is that, while the average 6:00-7:30 pm audience to 'The City At Six' is only about two-thirds the size of the average 6:00-7:00 pm audience to 'Pulse', over the course of a month or so 'City' reaches about three-quarters as many people as does 'Pulse'. This suggests that viewers of 'The City At Six', while not as numerous as those of 'Pulse', are using the program as a long-term resource - one to which they turn for items that are of interest to them, without watching the program in its entirety.

Demographically, the audiences to the two programs are very similar, such differences as there are - in viewers' age, type of occupation, level of education, mother tongue, size and composition of household - being small or negligible.

#### What Viewers Want from Programs of This Kind

The thing that viewers of 'Pulse' and 'City' seem to want most of all from programs of this kind is hard news - especially local Montreal area news and national news. Weather forecasts for the local area and descriptions of the Montreal weather are also felt to be very important.

Rated as a much less important element in programs of this kind is sports, in all its forms - news of local sports, news of professional sports, commentary on the sports scene.



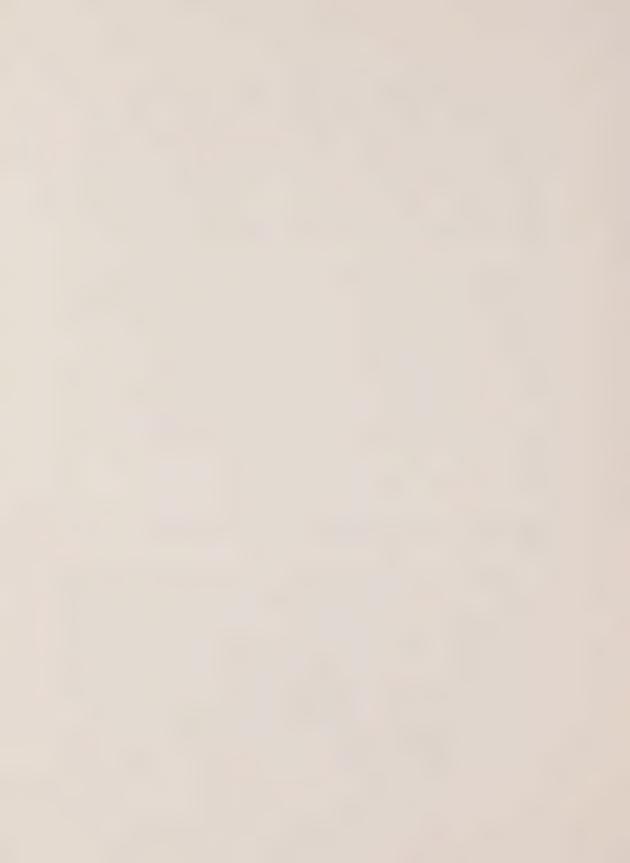
A low level of importance is also placed on other items in the program that are not directly connected with the news - interviews, opinions, commentary, descriptions of what to do in Montreal, etc.

Most viewers do not feel that such items should be excluded from programs like 'The City At Six' and 'Pulse'. The feeling is simply that there must first be an adequate treatment of news and weather.

Interestingly enough, 'Pulse' and 'City' viewers, for the most part, show the same general pattern of interest in and expectations from their programs. News and weather items are felt to be most important, sports items least important, other items lie in between. However, 'Pulse' viewers tend to be more interested than 'City' viewers in sports in all its forms, and in local items - news about Montreal, films of happenings in Montreal, descriptions of things to do in the Montreal area.

#### Viewers' Reactions to the Different Segments of the Programs That They Watch

In line with the foregoing, both 'City' viewers and 'Pulse' viewers feel that the best thing about their program is its news content. Even regular 'Pulse' viewers give high marks to the treatment of the news on 'City'. However, there are two common criticisms made or the news by substantial minorities of each program's viewers - first, that there is not enough <u>local</u> news (a criticism made by about a quarter of each program's audience); and second, that there is not enough <u>film</u> of the



news events that are reported on (about one-third of viewers of each of the two programs offer this criticism).

Both programs' weather reports and forecasts are also highly appreciated by those who watch them, with regular 'Pulse' viewers again giving high marks to 'City's' performance.

The sports segments of both programs draw most criticism. Clearly, however, this is not so much a comment on the actual presentation itself as a reflection of the fact that (as already indicated) sports is a minority interest for regular viewers of both these programs.

Other non-news items on 'City' are also less enjoyed than the news itself. This goes for interviews, the City Guide section, descriptions of what to do in Montreal, and the Press Review. A substantial minority of 'City' viewers (about one-third of them) feel that there is simply too much time devoted on the program to things that have nothing to do with the news, while about a quarter feel specifically that there is too much time devoted to interviews. 'Pulse' viewers so not feel this about their own program; they do feel it, however, about 'City at Six', even more strongly than 'City' viewers do themselves.

#### Reactions to Those Appearing on the Programs

The on-air 'personalities' seem generally more important to 'Pulse' viewers than to 'City' viewers: they are more often mentioned spontaneously as being "the best thing about the program". In response to



this same question, 'City' viewers tend more often to mention things, parts of the programs, than people.

In one particular regard there is no essential difference between 'City' and 'Pulse' viewers in their reaction to the on-air staff: both groups of viewers see the people on their program as involved and interested in what they are doing.

however, it is clear that 'Pulse' has a real trump card in newsreader Andrew Marquis. Bob Girolami, the 'City' newsreader is also
very well liked, even by 'Pulse' viewers - though he rates somewhat
below Marquis. The least liked of the regular daily quintet of
performers on 'City' is, unfortunately, the host raul lush. This
overall audience reaction to Rush is traceable mainly to the approximately 1 in 10 viewers of 'City' who seem to dislike him intensely and
rate him as doing "a poor job" on the program - a much heavier degree
of criticism than that accorded to any of 'City's' other on-air staff.

## Other Reactions to 'City'

A major complaint by substantial numbers of 'City' viewers concerns the length of the program, with associated criticisms of repetition, interruptions of the newscast, and 'padding'. There is also a widespread feeling that the program does not 'move along' as quickly as 'Pulse' does - that its pace is too slow. These two strains of criticism permeate audience reactions to the program. Thus, when asked the one thing they liked least about the program. regular 'City'



viewers mentioned its length, repetition and interrupted news. The main reason given by 'Pulse' viewers for preferring 'Pulse' to 'City' was that it was more concise, moved along faster and had a more orderly structure. Four out of every ten 'City' viewers felt there was too much repetition in the program, one in every three that single items go on for too long. These are not criticisms made of 'Pulse' by its viewers.

Perhaps linked with this, there is a somewhat greater tendency for 'City' viewers than for 'Pulse' viewers to feel that their program has too much joking and chatter between items. However, both programs leave their viewers with a generally favourable impression of relaxation, friendliness and informality. This is certainly an uncommon attribute for a CBC information program, the great majority of which convey the opposite impression of rather cold, directic formality.



## APPENDICES

Disposition of recruitment sample

TABLES A-1

Disposition of mail sample

A-2

Detailed responses to questions

A-3 to A-67

Questionnaires (reduced facsimiles)



## DISPOSITION OF ORIGINAL (RECRUITMENT) SAMPLE

Outcome	Number of telephone calls	Proportions	
		%	
No answer/busy	1,575	11.2	
Refused/sick	282	2.0	
Refused to co-operate	145	1.0	
Foreign/deaf	122	0.9	
French-speaking	8,324	59.2	
No qualified respondent	1,293	9.2	
'Pulse' viewer, quota filled	429	3.0	
Non-viewer, quota filled	683	4.9	
Completed interview	1,214	8.6	
Total:	14,067	100.0	



## DISPOSITION OF MAIL SAMPLE

	Mailed Out	Returned Usuable Questionnaire	
'City' viewers	486	303	(62%)
'Pulse' viewers reporting on 'City'	208	101	(49%)
'Pulse' viewers reporting on 'Pulse'	280	202	(72%)
Non viewers reporting on 'City'	208	87	(42%)
TATAL	1182	693	(59%)



	PROGRAM VIEWED M.)	
TOTAL	303	303
O 1. HOW MANY DAYS A WEFK DO YOU USUALLY WATCH THE SETZICITY AT SIX!  EVERY DAY 3 OR 4 DAYS A WEEK 1 OR 2 DAYS A WEEK LESS THAN ONCE A WEEK NO ANSWER	34 32 22 12 1	51 31 13 4
O 2. 'THE CITY AT SIX' STARTS AT 6.00 AND POLSE' STARTS AT 6.00 AND ENDS AT 7 WHEN YOU WATCH, DO YOU USUALLY TUNE THE WHOLE PROGRAM  JUST PART OF IT	.00.	67 33
O 2A. PLEASE CHECK ALL THE QUARTER-HOUR P WHEN YOU USUALLY WATCH 'PULSE'/ 'THE CITY AT SIX'.	*PERIODS	**
6.00 - 6.15 6.15 - 6.30 6.30 - 6.45 6.45 - 7.00 7.00 - 7.15 7.15 - 7.30	70 63 68 65	85 86 81 84
NO ANSWER	2	1



	PROGRAM VIEWED N	
TOTA'.	303 100	303
Q 3. WHEN YOU WATCH 'PULSE'/'CITY AT SIX WHAT IS THE MOST IMPORTANT THING YOU TO SEE.		
NEWSZTHE NEWS (JUST)	57	39
LOCAL NEWS/NEWS AROUT MONTREAL	1 4	24
NATIONAL/CANADIAN NEWS	10	1 1
INTERNATIONAL/WORLD NEWS	15	19
NEWS ANALYSIS	5	1
EDITORIALS/OPINIONS	1	1
HEADLINES ONLY	2	3
INTESVIEWS	1.3	2
WEATHER	21	37
SPORTS	1 4	21
CITY GUIDE/THINGS TO DO IN MTL	1	*
ARTS/LITERATURE ETC.	-	-
EVERYTHING	1	5
OTHER/UNCLASSIFIABLE	3	2
NO ANSWER	7	Я



	PROGRAM VIEWED AUST DET	
TOTAL	303 100	
Q 4. WHEN YOU WATCH 'THE CITY AT SIX'/'PUL ARE YOU GENERALLY	SE!	
JUST WATCHING THE PROGRAM	56	62
IN THE SAME ROOM AS THE TV AND DOING OTHER THINGS	30	26
MOVING ABOUT FROM ROOM TO ROOM	1.3	1 1
NO ANSWER	1	1
0 5. WHEN YOU HAVE THE PROGRAM ON, DO YOU GENERALLY WATCH		
EVERYTHING	40	59
JUST CERTAIN PARTS	60	40
-REGULAR PARTS	25	2.0
-THINGS THAT CATCH INTEREST	2.9	19
NO ANSWER	-	1



(CONTINUED)	The second secon	
	PRUGRAM VIEWED MU	
TOTAL_	303	303
O SB. HOW THE CITY AT SIX! IS WATCHED (C	ONTO).	
THE NEWS AT 6.00	42	
THE SPORTS NEWS AT ABOUT 6.20	19	-
THE NEWS AT 6.30	33	-
'CITY GUIDE'	2.0	
THE WEATHER	41	~
THE NEWS AT 7.00	26	-
THE SPORTS NEWS AT 7.20	1 1	-
COMMENTS/OPINIONS	1	-
INTERVIEWS/DISCUSSIONS	4	-
OTHER	2	
NO ANSWER	1	
O 58. HOW 'PULSE' IS WATCHED (CONTD). DO YOU GENERALLY TRY TO WATCH		
THE NEWS	-	37
THE SPORTS NEWS	-	1 0
THE WEATHER REPORTS	-	33
COMMENTS/OPINIONS	-	2
INTERVIEWS/DISCUSSIONS		1
OTHER	-	1
NO ANSWER	-	1



SUMMARY OF HOW 'CITY AT SIX'/'PULSE' VIEW	wE(I)	1
LOUESTIONS 2,5, AND 5A)		
	PRIGRAM VIEWED MO	
TOTA!.	303 100	303
VIEW WHOLF PROGRAM	31	67
WATCH EVERYTHING WATCH CERTAIN THINGS ONLY	25	55
WATCH REGULAR PARTS WATCH THINGS THAT CATCH INTEREST	3 2	7 5
VIFW JUST PART OF THE PROGRAM	69	33
WATCH EVERYTHING WATCH CERTAIN THINGS ONLY	15 53	4 28
WATCH REGULAR PARTS WATCH THINGS THAT CATCH INTEREST	2 3 27	1 4 1 5
NO ANSWER	*	1



#### A) NEES ABOUT THE MONTREAL AREA

	DEIMIONS OF LIEWED	
	OF CITY AT SIX	PULSE
TOTAL	303 100	202
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE FARLY EVENING	HOURS	
3- VERY IMPORTANT	64	77
2- QUITE IMPORTANT	31	2.1
1- NOT TOO IMPORTANT	4	2
0- NOT IMPORTANT AT ALL	*	en
NO ANSWER	1	*
INDEX	0.87	0.92



## B) NEWS ABOUT OTHER PARTS OF THE PROVINCE OF OUFBEC

	DPINIONS OF	VIEW-UZ
	OF CITY AT SIX	DF PULSE
TOTAL	303 100	202 100
O 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING	HOURS	
3- VERY IMPORTANT	33	41
2- QUITE IMPORTANT	50	45
1- NOT TOO IMPORTANT	14	1 1
0- NOT IMPORTANT AT ALL	1	1
NO ANSWER	1	2
INDEX	0.72	0.76



#### C) NEWS OF OTHER PARTS OF CANADA

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	OF. PULSE
TOTAL	30 3 100	202 100
O 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE FARLY EVENING		
3- VFRY IMPORTANT	41	43
2- QUITE IMPORTANT	49	46
1- NOT TOO IMPORTANT	Ą.	Q
0- NOT IMPORTANT AT ALL	1	*
NO ANSWER	1	2
INDEX	0.77	0.78



#### D) NEWS OF THE UNITED STATES

	OPINIONS OF VIEWERS	
	CITY AL SIX	PULSE
TOTAL	303 100	202
0 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING		
3- VFRY IMPORTANT	26	19
2-"OUTTE IMPORTANT	45	48
1- NOT TOO IMPORTANT	20	29
O- NOT IMPORTANT AT ALL	6	. 3
NO ANSWER	3	1
INDEX	0.64	0.61



E) NEWS OF OTHER COUNTRIES		
	DPINIONS OF VIEWERS	
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202
0 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING	HOURS	
3- VFRY IMPORTANT	32	29
2- QUITE IMPORTANT	41	43
1- NOT TOO IMPORTANT	21	24
0- NOT IMPORTANT AT ALL	3	3
NO ANSWER	3	1
INDEX	0.68	0.66



F) NEWS OF THE FEDERAL GOVERNMENT

	OPINIONS OF VIEWERS	
	CITY AT SIX	PULSE
TOTAL	303 100	202
O 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING		
3- VERY IMPORTANT	60	57
2- QUITE IMPORTANT	30	37
1- NOT TOO IMPORTANT	6	4
0- NOT IMPORTANT AT ALL	2	*
NO ANSWER	2	1
INDEX	0.84	0.84



## G) DPINIONS AROUT WHAT'S REEN GOING ON IN THE NEWS

	PINIONS OF VIEWER	
	CITY AT SIX	OF PULSE
OTAL  9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE AROVE ON TV IN THE FARLY EVENING	303 100 HOURS	202
3- VERY IMPORTANT 2- QUITE IMPORTANT 1- NOT TOO IMPORTANT 0- NOT IMPORTANT AT ALL NO ANSWER	30 34 21 11	32 33 24 8
INDEX	0.62	0.64



H) NEWS OF WHAT'S GOING ON IN FRENCH CANADA

	OPINIONS OF	VIEWERS
	OF CITY AT SIX	OF PULSE
TOTAL	303 100	202
O 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE AROVE ON TV IN THE EARLY EVENING	HOURS	
3- VERY IMPORTANT	32	33
2- QUITE IMPORTANT	41	44
1- NOT TOO IMPORTANT	17	16
0- NOT IMPORTANT AT ALL	6	3
NO ANSWER	4	4
INDEX	0.68	0.70



#### I) INTERVIEWS WITH PEOPLE IN THE NEWS

	OPINIONS OF VIEWERS.	
	OF CITY AT SIX	OF PULSE
rntal_	303 100	202
9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE AROVE ON IV IN THE HAPLY EVENING		
3- VFRY IMPORTANT	29	24
2- QUITE IMPORTANT	38	41
1- NOT TOO IMPORTANT	25	30
O- NOT IMPORTANT AT ALL	6	3
NO ANSWER	2.	2
INDEX	0.64	0.63



# SPORTS NEWS ABOUT PROFESSIONAL SPORTS LIKE BASEBALL, HOCKEY AND FOOTBALL

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	ÖF PULSE
TOTAL	303 100	202
0 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE FARLY EVENING		
3- VFRY IMPORTANT	21	32
2- QUITE IMPORTANT	2.4	25
1 - NOT TOO IMPORTANT	31	28
0- NOT IMPORTANT AT ALL	20	13
NO ANSWER	3	2.
INDEX	0 • 49	0.59



## L) COMMENTS AND OPINIONS UN WHAT'S PEEN GOING ON IN THE SPORTS WURLD

	OPINIONS OF VIEWERS	
	OF CITY AT SIX	PULSE
TOTAL	303 100	202
9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING	HOURS	
3- VERY IMPORTANT	12	16
2- QUITE IMPORTANT	5.0	24
1- NOT TOO IMPORTANT	35	38
0- NOT IMPORTANT AT ALL	28	20
NO ANSWER	'n	2
INDEX	0.39	0.46



#### M) DESCRIPTIONS OF THE WEATHER IN MONTREAL

	OPINIONS OF VIEWERS	
	CITY AT SIX	PULSE
TOTAL_	303 100	202
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING	HOURS 	
3- VERY IMPORTANT	55	62
2- QUITE IMPORTANT	31	26
1- NOT TOO IMPORTANT	9	8
O- NOT IMPORTANT AT ALL	3	5
NO ANSWER	2	1
INDEX	0.80	0.83



### N) DESCRIPTIONS OF THE WEATHER IN THE REST OF THE COUNTRY

The state of the s	OPINIONS OF VIEWERS	
	OF CITY AT SIX	PULSE
TOTAL	303 100	202
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING		
	14	20
2- QUITE IMPORTANT	35	36
1 - NOT TOO IMPORTANT	35	34
0- NOT IMPORTANT AT ALL	13	9
NO ANSWER	3	1
INDEX	0.50	0.56



## O) WEATHER FORECASTS FOR THE MONTREAL AREA

	OPINIONS OF	
	CITY AT SIX	
TOTAL	<b>30</b> 3	202
0 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE FARLY EVENING	HOURS	
3- VFRY IMPORTANT	67	74
2- QUITE IMPORTANT	25	23
1- NOT TOO IMPORTANT	4	1
O- NOT IMPORTANT AT ALL	2	<b>3</b> k
NO ANSWER	1	zķt
INDEX	0.87	0.91



## P) DESCRIPTIONS OF THINGS TO DO IN THE MONTREAL AREA

	OPINIONS OF	VIEWERS
	CITY AT SIX	OF PULSF
TOTAL	30.3 100	202
Q 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE FARLY EVENING	HOURS	
3- VERY IMPORTANT	24	34
2- QUITE IMPORTANT	33	30
1+ NOT TOO IMPORTANT	31	29
O- NOT IMPORTANT AT ALL	10	6
NO ANSWER	2	1
INDEX	0.58	0.64



## O) FILMS AROUT THINGS GOING UN IN

	UPINTONS OF	/IEWERS
	OF CITY AT SIX	OF PULSE
TOTAL_	303 100	202 100
O 9. HOW IMPORTANT IS IT TO YOU TO HAVE EACH OF THE ABOVE ON TV IN THE EARLY EVENING		
3- VFRY IMPORTANT	28	35
2- QUITE IMPORTANT  1- NOT TOO IMPORTANT	37 25	21
O- NOT IMPORTANT AT ALL	8	3
NO ANSWER	2.	aķt
INDEX	0.62	0.69



	SWOINIGE	MS OF VIEWERS	The state of the s	SNOINI	
	ON CITY AT SIX	ON SHOW	S. ON AT ATX	VIEWERS. ON CITY AT SIX	NON-VIEWERS ON CITY AT SIX
TOTAL	303	200	213	101	100
O 6. WHAT DO YOU LIKE BEST ABOUT	for electronic support				
COMPONENTS	X V:	54	oc tr	54	26
NEWS (JUST) LOCAL/MONTREAL NEWS NATIONAL/CANADIAN NEWS	4 0 % 4	0.5 R	- 1 r.	k) en () en	0, 7 m
INTERNATIONAL/WORLD NEWS NEWS ANALYSIS ON-THE-SPOT FILM	√ ⊶ ⊷	> % C	2 % ↔	m 1 1	ty   end
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OTHER COMPONENTS	1	۸		grad	C
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(CONTINUED)	POUNT OF THE STATE OF	VIEWFRS		PULLUIGO
	Z C >	DON SHOWS, UN	VIEWERS, ON CITY AT SIX	CITY AT SIX
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0 6. LIKED BEST (CONTD)	nyawanga (jan erka)			
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STRUCTURE/FORMAT	10	600 per	œ	T
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(CONTINUE)	SNOTNIAN	OF VIEWER	AN SUUINION	OPINIONS OF
	ON SIX	DN SHOWS, DN CITY AT SIX	N VIEWEPS, ON XI OITY AT SIX	NON-VI
TOTAL	303	202 213	101	\ c c 1
0 7. LEAST LIKED (CONTD)		•		
STRUCTURE/FORMAT	<b>α</b>	о́.	c 's,	X \
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	OPINIONS OF VIEWERS	VIEWERS	OPINIONS OF
	ON STA	NO 32 10 d	REG. PULSE VIEWERS, ON CITY AT SIX
TOTAL	303	200	101
N 8. DN YOU EVER WATCH A PROGRAM CALLED 'THE CITY AT SIX! ON CRMT, CHANNEL 6, RETWEEN 6.00 P.M. AND 7.30 P.M. ON WEFKDAYS.	N → N → N → N → N → N → N → N → N → N →		
DO YOU FVER WATCH A PROGRAM CALLED 'PULSE' UN CHANNEL 12. RETWEEN 6.00 P.M. AND 7.00 P.M. ON WFFKDAYS.	Z C Z		
O 84, WHICH DO YOU GENERALLY PREFER-			
THE CITY AT SIX.	24	-	R.
PULSE	2	5	56
LIKE ROTH THE SAME	۲	S.	000
DON'T WATCH OTHER	27	2 5	(
NO ANSWER	7	~	ĸ



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	NO YELO	ON SHOP	SHOWS. DN	VIFWERS, DN CITY AT SIX	CITY AT SIX
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O 10. PLEASE RATE THE ABOVE PARTS OF 'THE CITY AT SIX'/'PULSE'.			r restall de transière que describe que produce que presentan que presentan que presentan que presentan que pr		
3- LIKE A LOT	ac ir.	οα	α	2.5	£.
2- LIKE A LITTLE	C	α	۲.	c	
1- DON'T LIKE TOO MUCH	(	*	2	v	C
0- DON'T LIKE AT ALL	*	J	**	1	i
DON'T RECALL THIS PART	**	1	şc	1	1
NO ANSWER	W	۸	۱۲.	V	ć
INDEX	0.94	7 o • 0	© C	C 0 0	0.00



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	ON ON ON CITY AT SIX	OPINIONS OF VIEWFRS OF OPEN SHOWS, ON SHOWS, ON SHOWS, ON SIX PULSE CITY AT ST	OF ROTH SHOWS, ON	RFG. PULSE VIFWERS, ON CITY AT SIX	STAR TO KEED NOW START NOW
TOTA1.	303	202	213	101	100
O 10. PLEASE PATE THE ABOVE PARTS OF "THE CITY					
3- LIKE A LOT	64	7.0	100 100	43	52
2- LIKE A LITTLE	23	21	00	76	50
1- DON'T LIKE TOD MUCH	7	7	3	12	ķ
OF DON'T LIKE AT ALL	κ	gund	α.	4	. 7
DON'T RECALL THIS PART	gund	ર્ગ્ડ -	1	1	-
NO ANSWERS	4	^	<b>10</b>	£	11
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	,	ON PULSE	SHOWS, ON CITY AT SIX	VIEWERS, IN CITY AT SIX	NON-VIEWERS ON OITY AT SIX
TOTAL.	30.3	202	213	101	100
0 10. PLEASE RATE THE ABOVE PARTS OF THE CITY					
3- LIKE A LOT	46	7.8	S.	ĸ	? ,
2- LIKE A LITTLF	27	44	30	50	90
1- DON'T LIKE TOD MUCH	14	12	٧.	- 0	2
0- DON'T LIKE AT ALL	ζ.	α	>	7	č
DON'T RFCALL THIS PART	C	grand	۸	*	t
NO ANSWER	9	4	~	7	~
INDEX	0.74	0.74	0.70	0.65	2.300

C) INTERVIEWS WITH PEOPLE



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	CITY AT SIX	w	SHOWS. ON	REG. PULSE VIEWERS, ON CITY AT SIX	NON-VIEWERS ON CITY AT SIX
	303	001	₹. O G =	C E	87 100
O 10. PLEASE RATE THE ABOVE PARTS OF THE CITY					
3 1 1 K + A 1.0 T	42	a F	£ 3	7.4	46
2- IIME A LITTLE	, c	23	30	56	25
1 - DIN T LIKE TO MUCH	14	₹	145	0	α.
n- MIN'T LIKE AT ALL	ĸ	α	٤	1/	7
DOINT BECALL THIS PART	7	\$	·	77	ı
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	NIdC	UPINIUNS OF VIEWERS	RS	TO SNOINIOU	AU SNUINIOU
	CITY AT SIX	PULSE	SHOWS, ON	REG. PULSE VIEWERS, ON CITY AT SIX	CLTY AT STX
ואדרוד "	30 3	C C	100	100	87
O 10. PLEASE RATE THE AROVE PARTS OF 'THE CITY AT SIX'/'PULSE'			The second secon		
			Po differentiamental grey purmique		
3- LIKE A LOT	20.00	ŧ	19	80	28
2- LIKE A LITTLF	. 24	1	24	90	000
1- DON'T LIKE TOD MUCH	17	ı	19	2	16
0- DON'T LIKE AT ALL	0	I	C	ç	ç
DON'T RECALL THIS PART	۲.	1	15	2 1	13
NO ANSWER	grine.	ı	2	-	7
NON!	0.63	C • c	75.0	0.64	0.6.5

E) THE !CITY GUIDE!



F) SPORTS NFWS.					
	CITY AT SIX	CITY AT SIX PULSE CITY AT STX	at nothernment of	OPINIONS OF REG. PULSE VIEWERS, ON CITY AT SIX	OPINIONS OF NON-VIEWERS ON
TOTA!	303	202	213	101	87
0 10. PLEASE RATE THE AROVE PARTS OF THE CITY AT SIX'/'PULSE'.					
3- LIKE A LOT	59	38	28	30	34
2- LIKE A LITTLE	62	31	32	36	24
1 - DON'T LIKE TOO MUCH	17	O part	16	C:	œ
0- DON'T LIKE AT ALL	5	<b>v</b> .	end end	0	14
DON'T RECALL THIS PART	7	~	TC.	٥.	ent
NO ANSWER	7	ro	œ	10	α
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G) THE PRESS REVIEW ON MONDAYS					
	ON ON SIX	ON SHARE SHOWS, ON SHOWS,		A STATE OF THE STA	8 11 20
TOTA!	20.3			<   -   -	87
O 10. PLEASE RATE THE AROVE PARTS OF THE CITY AT SIXI/TPULSE			C C	000	100
JA LIKE A LOT	£.	ı	ă.	*	^
2- LIKE A LITTLE	23.3	I +	~	7.0	000
1- DON'T LIKE TOO MUCH	^	ı	~	18	15
0- DON'T LIKE AT ALL	V.	ı	*	2	10
DON'T RECALL THIS PART	00	1	0 0	C	
NO ANSWER	¢	ı	.*	~ _	
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	SITY AT SIX	ON SHOWS.	SIX	RFG. PULSE VIEWERS, DN CITY AT SIX	CITY AT 1.18
	303	cc	213	101	× × 0 1
O 10. PLFASE RATE THE AROVE PARTS OF THE CITY AT SIX1/1PULSE!					
			ghire mana guranaya surch		
3- LIKE A LOT	ac ==	1	17	ī	C
2- LIKF A LITTLE	01	l	C f.	21	2.1
1- DON'T LIKE TOO MUCH	20	ţ	Co	00	St. Print
0- DON'T LIKE AT ALL.	23	m	, L	17	24
DON'T RECALL THIS PART	~~ W	j	4.	16	~
NO ANSWER	7	ì		^	ĸ.
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H) THE SPORTS ESSAY WITH GORDON



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	×15 74 71	ON SE	MS 074 WS 074 X 1 7 1 4	RFG. PULSE VIEWERS, ON CITY AT SIX	NON-VIEWERS ON ON CITY AT SIX
+OTAL.	50.3 10.0	s <del>s</del>	21.5		/ 3 -
O 11. HOW GOOD A JOB DO YOU THINK THE ABOVE ON ON THE CITY AT SIX'/'PULSE'					
3- VERY GOOD JOS	59	1	1)2	۲.	7 = .
2- GOOD JOB	29	ı	10	90	000
1- FAIR JOR	т О	1	2	00	7
0- POOR JAR	σ	ŀ	,	M.	<u> </u>
DON'T RECALL THIS PERSON	7)	ţ	A		
NO ANSWER	_	1	*	<	. ~
INDEX	₹ 6	C • C	0 % C	0.60	~ C

A) PAUL RUSH, THE HOST-101FY



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	UN UN SIX	ON PULSE	SIX PULSE CITY AT SIX	VIFWERS, ON	
1014)_	300	CS	>1.3	101	87
O 11. HOW GOOD A JOB OO YOU THINK THE ABOVE ON ON "THE CITY AT SIX"/"PULSE"					
3- VERY GOOD JOA	43	t	x *;	2 3	37
2- GOOD JOB	32	ı	т,	Ç	a m
1- FAIR JOB	F	1	2	0	7
0- POUR JOR	٨	ı	^.		1
DON'T RECALL THIS PERSON	(1)	1	•1	~	ĸ
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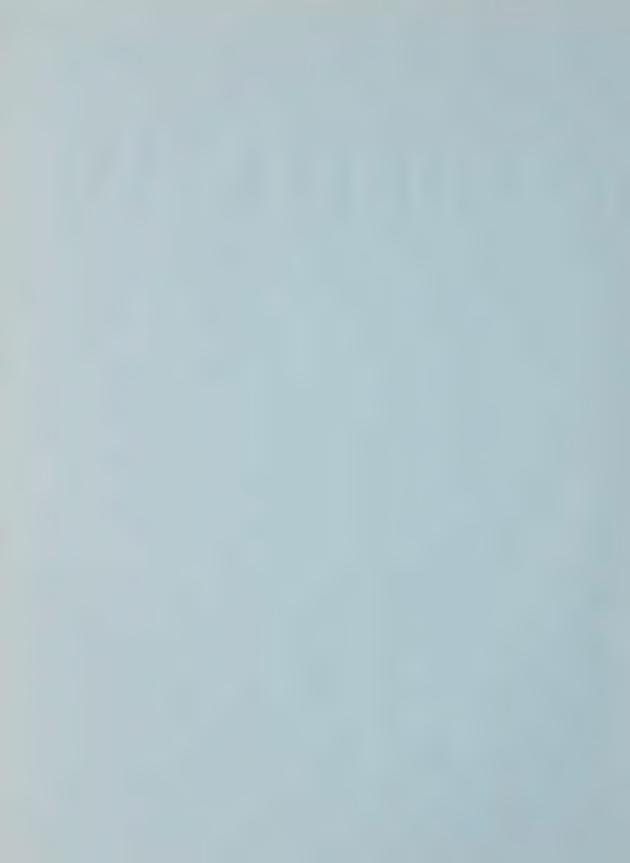


	OPINIONS OF VIEWERS	US OF VIEWE		DPINIONS OF	OPINIONS OF
	ON SIX	ON SE CI	SHUWS, ON CITY AT SIX	VIEWERS, DN CITY AT SIX	CITY AT SLX
TOTAL_	303	cc	213	101	100
O 11. HOW GOOD A JOB DO YOU THINK THE AROVE DO ON THE CITY AT SIX!/!PULSE!			Control of the second		
3- VERY GOOD JOR	42	en-	6.2	25	32
2- GUUN JUB	28	1	50	31	0C 1C)
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R) DON MCGNWAN. THE WEATHERMAN- "PULSE"



() BARBARA SMITH, THE WEATHERGIRL - 'PULSE'				
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R) NEWS IN GENERAL	the state of the states about the second particles of the state of the				
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	CITY AT TIX DIN. SK		SHOWS, ON	REG. DULSE VIEWERS, ON CITY AT SIX	NON-VIEWERS ON CITY AT SIX
TOTAL	303	100	213	101	87
O 13. DOES 'THE CITY AT SIX'Z'PULSE' HAVE TOD MUCH, NOT ENDUGH, OR ABOUT THE RIGHT AMOUNT OF THE	HAVE TOD WUCH, AMOUNT OF THE AROVE				
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NEWS ABOUT THE MONTRFAL AREA



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	CITY AT SIX	ON SHO PULSE CITY	SHOWS, ON	OFG. CHEST ON CITY AL SIX	CITY AT SIX
TOTAL.	303	202	213	101	7 X
O 13. DDES THE CITY AT SIXIZIPULSE! HAVE TOO MUCH, OR AROUT THE RIGHT AMOUNT OF THE AROVE	MUCH, THE ABOVE				
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AROUT RIGHT	50	60	5.0	6.3	D R
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OPINIONS OF NON-VIEWERS CITY AT SIX 25 17 [ 5 . TREG. PULSE VIEWERS, DN CITY AT SIX 100 00 45 0 TITLE VITERIAS OF VITERIAS TO THE HOLE SHOWS, ON 213 92 2 S PULSE 202 14 70 SIX DOFS 'THE CITY AT SIX'/'PULSE' HAVE TOO MUCH, NOT ENDUGH, OR AROUT THE RIGHT AMOUNT OF, THE AROVE. ZIV 303 00 15 24 ITY AROUT RIGHT NOT ENDUGH NO ANSWER TOD MUCH 13. INTAL

E) CORRESPONDENTS AND REPORTERS TALKING



NON-VIEWERS ON CITY AT SIX OPINIONS OF 87 10 10 DPINIONS DE REG. FULSE VIEWEDS. ON CITY AT SIX 101 0.1 10 C 7.0 THE STATE OF VITWERS OF VITWERS SHOWS, ON 213 1.4 27 PULSE 202 80 OC. ×IS DOES 'THE CITY AT SIX'/'PULSE' HAVE TOO MUCH, NOT ENOUGH, OR ABOUT THE RIGHT AMOUNT OF THE AROVE. 24 303 4 74 0 CIIY THE NEWSREADER, BUR GIROLAMIZANDREW MARQUIS. ARDUT RIGHT NOT ENDUGH ANSWER TOO MUCH 13. TOTAL CZ C.

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TOTAL	303	202	213	101	7 × 7
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1) INFORMATION ON THE WEATHER

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	CITY AT SIX	DN	SHOWS, ON	VIEWFOS, UN	CITY AT SIX
TOTAL	200	ive.	100		a -
O 13. DUES THE CITY AT SIXIZIPUESE! HAVE TOD MUCH. NOT ENDUGH, OR AROUT THE RIGHT AMOUNT OF THE ABOVE	MUCH.				
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NO ANSWER				100	



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	CITY AT SIX	DULSE	SHUWS, ON CITY AT SIX	VIEWERS, ON CITY AT SIX	NON-VIEWERS ON CITY AT SIX
TO TAL.	303	202	213	101	100
O 14. HOW WUCH DO YOU AGREE OR DISAGREE WITH THE STATEMENTS ABOUT 'THE CITY AT SIX'/'PULSE'	HE AROVE				
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2- UNCERTAIN	~	14	2	€ good	2.4
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0- DISAGREE A LOT	£	39	Ø.	13	17
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A) THERE IS TOO MUCH REPETITION ON



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	TY AT .	DN SHOWS, DN PULSE CITY AT SIX	VIEWERS, DN CITY AT SIX	NO N
f') TA1_	303	202 213	0.0	200
0 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE STATEMENTS AROUT 'THE CITY AT SIX'/'PULSE'	HE ABOVE			
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3- AGIZEF A LITTLE	25	14	5	CC
>- UNCFRIAIN	Æ	<i>(</i> ,,,,,,,, .	grants.	35
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0- DISAGREE A LOT	0.	~". .V.	7	KT)
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INDEX OF AGREEMENT	0.84	0.03	0.72	
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C) THE PEOPLE ON THE SHOW SEEM VERY INVOLVED AND INTERESTED IN WHAT THEY ARE DOING



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	CITY AT SIX	ON SH PULSE CIT	S. ON AT SIX	REG. PULSE VIEWERS, ON CITY AT SIX	NON-VIEWERS ON CITY AT SIX
TOTAL.	303	0.41	212		F # 7
0 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH TH	THE AROVE				
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0- DISAGREE A LOT	4 5	Ü	,	K	₽5 <u>\$</u> <sup>©</sup>
NO ANSWER				0	ধা
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D) THE CITY AT SIX! / PULSE! SHOULD



F) THE CITY AT SIX1/1PULSE! IS A SHOW YOU CAN TURN TO AT ANY TIME AND GET NEWS.

	CITY AT SIX PUL	ON SHOWS, ON PULSE CITY AT SIX	VIEWERS. ON	OPINIONS ON ON CITY AT SIX
·W	100	100	101	
O 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE STATEMENTS AROUT THE CITY AT SIX'/'PULSE'	THE ABOVE			
4- AGREE A LOT	(1)	39 31	N	164
3- AGREE A LITTLE	20	13		7.7
A SUCCESTED IN	(M)	-:		4:
1- DISAGREF A LITTLE	12	11		2
0- DISAGREE A LOT	17	16 17	,	13.
NO ANSWER	00	5		
INDEX OF AGREEMENT	0.60	0.63	•	



Acres VIII . NO 100 50 , 0,0 ., VIEWERS, ON CITY AT SIX 50 30 13 0000 SHOWS, ON 213 24 Caralla Single State DULSE 4.1 XIS HOW MUCH DO YOU AGREE OR DISAGREE WITH THE ABOVE STATEMENTS AROUT 'THE CITY AT SIX'/'POLSE' NH 303 0 -(1043 0. CITY ACREEMFNT TUT A LITTL ASHER A LIT ⋖ ⋖ INC -RIDIN DISAGREE DISAGREE AGREE ANSWER 4 Y LUZI 140 TOTAL -0

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	CITY AT SIX	ON PULSE	SHOWS, ON CITY AT SIX	REG. DULSE VIEWERS, DN CITY AT SIX	CITY AT SIX
TITLE.	100	101			
O 14. HOW MUCH DO YOU AGREE OR DISAGREE WITH THE AROVE STATEMENTS AROUT THE CITY AT SIXIZIDIUSE!	HE AROVE				
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NO ANSWED			- 8		g
INDEX OF AGREEMENT	0.6.40	**	9		a -
			0.000	e Philippin San	

G) AFTER WATCHING THE CITY AT SIX'Z



	ON O	VIFWERS SHOW E CITY	N PEG LUI VIEWEDS	OPINIONS OF STATES OF STAT
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INDEX OF AGREEMENT	0.63	0.54	0.61	. んぴ。0	0.59



TOTAL

O 3. HAVING SEEN THE CITY AT SIX!. DO YOU THINK
THIS IS A PROGRAM YOU WOULD...

LIKE TO WATCH EVERY DAY
LIKE TO WATCH NOW AND THEN
MEVER LIKE TO WATCH AGAIN
NO ANSWER







VERIFY: TELEPHONE 8:  VERIFY: Mr. 1 Mrs. 2 Miss 3 OTHER (SPECION CONTINUE)  FULL NAME:  STREET ADDRESS AND APARTMENT NO. (IF ANY)  CITY, TOWN POSTAL DISTRICT  POSTAL CODE  CITY SIZE  CONTINUE DESTRUCT  Leave of Adoom Research Ltd. a member of the Montreal Better Business for are people who produce them.  Leave of Destruction of the People who produce them.  Leave of People who produce them.  CONTINUE DESTRUCT  CONTINUE DESTRUCT  CONTINUE DESTRUCT  Leave a television set in your No.  CONTINUE DESTRUCT  Leave a television set in your No.  CONTINUE DESTRUCT  CONTINUE DESTRUCT  No.  CONTINUE DESTRUCT  No.  CONTINUE DESTRUCT  CONTINUE DEST	
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available to watch television at	1 2 3 4 5 6 0 0 1 2
ATTEN DESIGN OF DECIMENT NOW WOLLD	1 2 3 4 5 6 0
care for the programmes that are available? (GO TO Q.4	1 2 3 4 5 6 0 1 2
(PLEASE TURN PAGE AND CONTINUE)	1 2 3 4 5 6 0 1 2

STUD	y #3091		
3c.	What programmes or stations have you watched between 8:00 and 7:30 p.m.? Any others?  (DO NOT READ LIST)  (PROBE FOR NAME OR STATION OR CHANNEL)	City at Six/CBMT/Ch. 6 Pulse/CFCF-TV/Ch. 12 Other DK	1 2 3 4
	INTYR: IF (I) CIRCLED ONLY, OR, (I) AND (3) RECRUITMENT SHEET, Q. 4a IF CIRCLED (2) ONLY, OR, (2) AND (3) (IF CIRCLED (1) AND (2), OR (2) AND IF CIRCLED (3) ONLY, OR, CIRCLED (4)	: GO TO RECRUITMENT SHEET Q. 4a	
3d.	(ROTATE AND CHECK FIRST ASKED)  In the past month or so have you watched  City at six on CENT, Channel 8? Have you watched Pulse on CFCF-TV, Channel 12?  Pulse on CFCF-TV, Channel 12? Have you watched City at Six on CENT, Channel 8?	City at six/CBMT/Channel 6 Pulse/CFCF-TV/Channel 12 Neither/DK	1 2 3
	INTYR: IF CIRCLED (1) ONLY, OR, (2) ONLY AT  IF CIRCLED (3) ONLY: 'GO TO RECRUITO  IF CIRCLED (1) AND (2): CONTINUE		. 40
30.	Which programme/station do you watch more often between 8:00 and 7:30 in the evening? (ROTATE IN ORDER USED ABOVE)  (TRY TO FORCE A CHOICE)	READ LIST  City at Six/CBMT/Ch. 6 (GO TO Q.4a)  Or Pulse/CFCF-TV/Ch. 12 (GO TO Q.4a)  (Both equally/DK) (GO TO Q. 4a)	2

## RECRUITMENT SHEET

- 4a. We'd like you to help us with a survey that we will be conducting in Montreal early next month. Taking part is important because the information will be given to the producers and programmers who are trying to improve what goes on the air. We would like to send you a questionnaire by mail. It is quite easy to complete, and will only take a few minutes of your time. (GO TO Q. 4d, IF NECESSARY).
- 4b. We'd like you to help us with a survey that we will be conducting in Montreal early next month. Taking part is important because the information will be given to the producers and programmers who are trying to improve what goes on the air. We would like to send you a questionnaire by mail. All you have to do is watch a television program at your own convenience, and then complete questionnaire which will only take a few minutes of your time. (CONTINUE WITH Q. 4d, IF NECESSARY).
- 4c. That's very interesting because we'd like you to help us with a survey that we'll be conducting early next month which may help the producers and programmers to improve what is on the air. We would like to send you a questionnaire by mail. All you have to do is watch a television program at your own convenience, and then complete the questionnaire which will take only a few minutes of your time. (CONTINUE QITH Q. 4d, IF NECESSARY)
- 4d. (ONLY IF RESPONDENT CLAIMS TO WATCH LITTLE OR NO TV, SAY:)

Well, your opinion is still important - and the fact that you don't watch much television (at this time of the day) does reflect on the quality of the present programs.

(IF NECESSARY, SAY)

As I mentioned earlier, Adcom Research is a member of the Montreal Better Business Bureau. If you wish, you can phone the Bureau Lat 861-9281, or write them at 1:55 Dorchester Boulevard West, Montreal Quebec H3B 2H5.

-	W #3091 ( CO-OPERATING RESPONDENTS)	Me le	2	1
5a.	DO NOT ASK AGAIN.	DO NOT READ LIST Under 18 Under 25 Under 35 Under 50 Under 65 65 and over (Refused)	1 2 3 4 5 6	and the second second second second
5b.	Are you:	READ LIST Single Married Widowed Divorced/Separated (Refused)	1 2 3 4 0	
5c.	Are you the lady of the house? A daughter living with your parents? Another relative? Unrelated to the head of the house? On sharing with others?	Lady of the house (CONTINUE) Daughter (SKIP TO Q. 5e) Other relative (SKIP TO Q. 5e) Unrelated (SKIP TO Q. 5e) Sharing (SKIP TO Q. 5e) Rafused (SKIP TO Q. 5e)	1 2 3 4 5	
5d.	(ASK MARRIED LADIES OF HOUSE ONLY)  Do you have any children under 12 years of age tising at home?	Yes No Refused	1 2 0	
5e.	How much schooling have you completed?  Are you still at school? Did you complete public or grade school? Did you complete high school or technical school? Did you attend a college or university?  (CIRCLE ONE CODE ONLY)	At school Some public Complete public Some high school Complete high school Some college Refused	1 2 3 4 5 6	
5f.	What is your cocupation?	Type of Company	( )	manage . Banana
59.	(IF RESPONDENT IS HEAD OF THE HOUSEHOLD "X" BOX) (IF NOT, ASK:)  What is the compation of the head of the household?	Refused  Respondent is head of household  Cccupation  Type of Company Refused	° ° °	
5h.	Do you have colour IV in your home?	Yes No Refused	1 2 0	100
.5j.	Te any TV set in your household com- nested to a community externa system (also called Cablevision or CATV) for which you pay a rental fee?	Yes No Not sure/Don't know/Refused	1 2 0	10
		(OFFICE USE ONLY)	0	
		AFF 1	0	1
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		GLOBAL 1	0	P
		OTHER 1.	0	Þ
be s	k you very much. Now may I have your corr we to receive your questionnaires. URN TO FRONT PAGE AND CONFIRM NAME, ADDRES	(	)	10



ADCOM RESEARCH LIMITED • 95 Berkeley Street • Toronto • Ontario • M5A 2W8 • (416) 869-1912

Dear Participant,

You will recall that one of our interviewers telephoned you a few weeks ago to ask your co-operation for our research on some local Montreal television programs. We did this with a large number of Montrealers so that we could ask different people about different programs.

In your case, we would like you to tell us what you think about "THE CITY AT SIX" on CBMT, channel 6, weekdays between 6:00 and 7:30 in the evening.

I am sure you will find the questionnaire fairly straightforward and reasonably interesting to complete. There is also space on the back page for any comments you may wish to add.

We have enclosed a small token of our appreciation for your help as well as a stamped, addressed envelope for your convenience.

Sincerely

Reather wark

(Mrs.) Heather Wark Project Co-ordinator

HW/op



10	How many days a week do you usually	watch "The City at Six"?		
	(CHECK ONE BOX ONLY)	Ever: day		1
	TOTAL ON ONE!	3 or 4 days a week	-	2
		1 or 2 days a week	23	3
		Les: than once a week	~~	4
2.	"The City at Six" starts at 8:00 a.	d ands it 7:30. When you saton, de yes	4	The same of the sa
	(CHECK ONE BOX ONLY)	The whole program	~~ ,	;
	COTECUTION ON COTETY	Just part of it		2
	(IF YOU USUALLY WATCH JUST PART OF	IT, PLEASE ANSWER QUESTION 28)		
2a.	Please check all the quarter-hour p	periods when you usually watch "The City	y at	Six
	(CHECK AS MANY BOXES AS APPLY)	8:00 - 6:15		-1
		8:15 - 8:30		2
		6:30 - 6:45		3
		6:45 - 7:00		4
		7:00 - 7:15 2:15 - 7:30		5
3.	When you watch "The City at Sir". w	hat is the most important thing you wa	nt ic	)
4.	When you watch "The City at Six", a	ure you generally		
		Just watching the program		1
	(CHECK ONE BOX ONLY)	In the same room as the TV and doing		
		other things as well as watching the		2
		The state of the s		2
K.	Wasse you have the magness on. do yo	program  Moving about from the TV room to other rooms as well as watching the program		
5.	When you have the program on, do yo	profram  Moving about from the TV room to other rooms as well as watching the program  ugenerally watch		
5.	When you have the program on, do yo	program  Moving about from the TV room to other rooms as well as watching the program		
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and address		program  Moving about from the TV room to other rooms as well as watching the program  Moving generally watch  Everything  Just certain things  TO C. S. W. W. T. MATCH DESTAIL  Watch certain regular parts of the		5
and address	(IF YOU WATCH EVERYTHING, PLEASE OF PLEASE ANSWER QUESTIONS 55 AND 56)	program  Moving about from the TV room to other rooms as well as watching the program  we generally watch  Everything  Just certain things		5
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6.	What do you like best about "The	e City at Six"?	
1			
7.	What do you like least about "T	he City at Sinll?	
	man an you roke react and a	re congression of	
1			
8.	Do you ever watch a program call 6:00 p.m. and 7.00 p.m. on weeks	led "Pulse" on CFCF-TV, channel 12, b lays?	etween
		Yes	D 1
		No (IF NO, PLEASE GO TO QUESTION 9)	
8a.	Which do you generally prefer?	"The City at Six"	
		"Pulse"	
,		Both the same	□ 3
1	(IF YOU HAVE NO PREFERENCE, PLEA	SE 00 TO QUESTION 9)	
8b.	Why do you prefer that one?		
1			
			- market suscentrates of symposium and sympo

Next, we would like to know what you would like to see on programs like "Pulse" and "The City at Six".

9. How important is it to you to have each of the following on television in the early evening house. For each item, please check whether is is the proportant to you, guite important to you, not too important to you, or not at all important to you.

		Very Important	Quite Important	Not too Important	Not at all Important
a>	News about the Montreal area.				
b)	News about other parts of the province of Quebec.			~~	
c)	Howe of other parts of Canada.			$\supset$	
d)	News of the United States.		=		
0)	News of other countries.		$\supset$		$\Box$
f)	News of the Federal Government (Ottawa).				C7
9)	Opinions about what's been going on in the news.		$\supset$		=
h)	News of what's going on in French Canada.				
1)	Interviews with people in the name.	271			
1)	Sports news about local amateur sports.			$\Box$	
k)	Sports news about professional sports like baseball, hookey and football.	<b>C</b> 3			
1)	Comments and opinions on what's been going on in the sports world.				
m)	Descriptions of the weather in Montreal.			<u></u>	
n)	Descriptions of the weather in the rest of country.	1		=	
0)	Weather forecasts for the Montreal area.	1	-	=	5
p)	Descriptions of things to do in the Montreal area.		E	G	
q)	Films about things going on in Montreal.			(3)	

	me un	ould like your opinion								. 1	
10.	Por	each of the following	y parts o	f "ine	Ci y	at Six"	pleas	вы спе	ck whe	ther you	
	like	it a lot, a little,	not too	macris (		Like	_ Don1		Don't		
				LII a	Ke	ð	11k		like	recal	
				Lo	†	little	100	much	at al	i this	part
	a)	News reports.					[_				
	b)	Weather reports.		5			_	7			
		Interviews with peop	7.0.	Г	73		***	)			
		Films about happening			~						
	d)	Montreal.	yo u	Ę			-	)			
	e)	The "City Guide".		C			5	7			
	f)	Sports News.		-			-				
	g)	The Press Review on	Mondays.	-				)	. =		
	h)	The sports seem wit						-			
		Atkinson on Thursday	18.								
1.1	7	each of the following	na neonle	who m	pear	on "The	City o	et Six	", plu	se chec	k
11.	whe	each of the following ther you think he or	she does	a very	good	job, a	good 3	lob, a	fair;	ob or a	
		r job.									
						Very	~	Cal-	Poor	Don't	
						good	Good Job_	Fair	Job	this pe	rson
						-					
	a)	Paul Rush, the host				party.					
	p)	Dave Nichols, the a				. —			لسينا		
	c)	Bob Girolami, the n						[7			
	d)	Bill Haldimand, the				الد					
	e)	Bob McDevitt, the 8				لت					
	f)	Gordon Atkinson, th									
	g)	Wayne Grigeby, host			?''•				-		
	h)	Dian Cohen, economi	e comment	Lator.	F State of The State of State			1.6		12.00	daa
12.		ace a check mark betw ibe "The City at Six" a very good descript	. For es	ramei	10.	diver numer	re you ik one	think of th	it app s word	e in the	pair
		a raid door assertion	5 <del>8</del> 3			parama		Unfa	îzo	or	
	17.67	f no					mer d				
	Por	ir ir				<u> </u>	X	Unfa	ir		12
	Fat	ir  you think one of the	worde is	n the p	pair i	e a fair	X	Unfa	ir	very go	od)
	Fat		worde is	n the pok:	pair '		<b>%</b> ly goo:	Unfa i (but	not a		od)
	Fat If des	ir you think one of the eaription of the prog ir	worde is	n the p	pair :	a fair	X	Unfa	ir <u>not a</u> ir	very go	od)
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	Fai des Fai Fai	ir you think one of the scription of the prog ir tr	worde of	ck:		mr lies	iy goos	Unfa i (but Unfa Unfa Unfa	ir not a ir ir the pr		
	Fate If des Far Far If yo	ir you think one of the scription of the prog ir ir you think each of it u think neither is a	worde of	ck:		mr lies	iy goos	Unfa i (but Unfa Unfa Unfa	ir not a ir ir the pr	or	
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	Fate If dea Fate If you Fate	ir you think one of the scription of the prog ir ir you think each of it u think neither is a	words on words good des	in to	pai on c	the pro	Salu geo:	Unfa Unfa Unfa Unfa Unfa Unfa Unfa Unfa	ir not a ir ir the pri ir words)	or ogram, o	
	Fate If dear Far Far If you Fate (P	ir you think one of the scription of the prog ir ir you think each of it u think neither is a	words on words good des	in to	pai on c	mpilies the proj	SS 12 9000	Unfa Unfa Unfa Unfa Unfa Unfa Unfa Unfa	ir not a  ir ir the pr ir words)	ogram, o	
	Fair If des Far Far If you Far (P	ir you think one of the eaription of the prog ir tr ir you think each of i u think neither is a rir  **LEASE MAKE SURE THAT	worde or gram, ohe of the words good des	in to ceript of	pai on c	the project	Sound?	Unfa Unfa Unfa Unfa Unfa Unfa Unfa Unfa	ir not a ir ir the pri ir WORDS) using crestin	<u>or</u> ogram, o	
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	Fair If des Far Far If you Far Cl	ir you think one of the prog ir tr you think each of the u think neither is a rir PLEASE MAKE SURE THAT lear ill low and dragged out	words on the control of the control	in to corript of the corript of the corript of the corript of the corried of the corried of the corried of the corried of the corresponding to the correspon	pai on c	aprilies the pro	ACH PA	Unfa Unfa Unfa Unfa Unfa Unfa Unfa Unfa	ir not a ir ir the pri ir words) using restin movin cous andly o	<u>or</u> ogram, o	r if
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	Fair Fair Fair Fair Fair Fair Fair Fair	ir you think one of the eaription of the prog ir ir ir you think each of d u think neither is a rir PLEASE MAKE SURE THAT lear ill low and dragged out light tiff and formal rofessional or me	YOU CHECK	ok:  Sin ti corript  ck ONE	DD paid on c S S S D D D D D D D D D D D D D D D D	TWEEN E	ACH PA	Unfa Unfa Unfa Unfa Unfa Unfa Unfa Unfa	ir not a ir ir the pri ir words) using restin movin cous endly of teur for me	ogram, o	r if

		Too much	Not enough	Apout Right
a)	Interviews.			
ь)	News in general.			⊐
c)	News about the Montreal area.			
d)	Film of the news taking place.			$\supset$
e)	Correspondents and reporters talking about the news.			
f)	The newereader, Bob Otrolami, reading the newe.	g		
g)	Things that have nothing to do with the news.			=
hl	Sports news.			
13	Information on the weather.			
Jì	Jokes and informal chatter between people on the show.	=		
	interesting to the average		D (	
a)	The program deals with too many things that are just not	a little Und		
<b>L</b> 1	interesting to the average		ם נ	
07	on "The City at Six"			
c)	The people on the show seem very involved and interested in what they are doing			
d)	The "City at Six" should give only the news of the day, sports and weather and forget about other things		<u> </u>	
6)	"The City at Six" is a show you can ture to at any time and get the news			
f)	and the state of t			
g)	A Service Million Chite.			
	"The City at Six" gives			
۲)	you a good idea of what's going on in Montreal			

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If you feel we have not covered the subject, or if you would like to enlarge on any of your replies, please make your comments here.



ADCOM RESEARCH LIMITED • 95 Berkeley Street • Toronto • Ontario • M5A 2W8 • (416) 869-1912

Dear Participant,

You will recall that one of our interviewers relephoned you a few weeks ago to ask your co-operation for our research on some local Montreal telelvision programs. We did this with a large number of Montrealers so that we could ask different people about different programs.

in your case, we would like you to tell us what you think about "PULSE" on CFCF-TV, channel 12, weekdays between 6 and 7:30 in the evening.

i am sure you will find the questionnaire fairly straightforward and reasonably interesting to complete. There is also space on the back page for any comments you may wish to add.

We have enclosed a small token of our appreciation for your help as well as a stamped, addressed envelope for your convenience.

Sincere:,

Reather Wark

(Mrs.) Heather Wark Project Co-ordinator

HW/op



Pire	st, a few questions on how you usual	ly watch "Pulse".		
١.	How many days a week do you usually	y watch "Pulse"?		
	I de la company	Every day		1
	(CHECK ONE BOX ONLY)	3 or 4 days a week		2
		1 or 2 days a week		3
		Less than once a week		4
2,	"Pulse" starts at 6:00 and ends at	7.00 What you watch do you you	171	
	time to	The state of the s	~ · · · ·	
	(CHECK ONE BOX ONLY)	The whole program		1
		Just part of it		2
	(IF YOU USUALLY WATCH THE WHOLE PROJUST PART OF IT, PLEASE ANSWER QUES	OGRAM, GO TO Q. 3 - IF YOU USUALL STION 2a)	Y WATCH	1
2a.	Please oheck all the quarter-hour p	periods when you usually watch "Pul	se".	
	(CHECK AS MANY AS APPLY)	6:00 - 6:15		- 1
	TO ME LET	. 6:15 - 6:30		2
		6:30 - 6:45		3
		6:45 - 7:00		4
5.	When you watch "Pulse", what is the	e most important thing you want to	866?	
***	When you watch "Pulse", are you ger	nerally		
	When you watch "Pulse", are you ger	nerally  Just watching the program		
g	When you watch "Pulse", are you ger  (CHECK ONE BOX ONLY)	· ·		
		Just vatching the program In the same room as the TV and doing other things as		1
		Just watching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV		
*		Just watching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV room to other rooms as		
		Just watching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV		
		Just vatching the program In the same room as the TV and doing other things as well as watching the program Moving about from the TV room to other rooms as well as watching the program.		2
	(CHECK ONE BOX ONLY)	Just vatching the program In the same room as the TV and doing other things as well as watching the program Moving about from the TV room to other rooms as well as watching the program.		2
	(CHECK ONE BOX ONLY)	Just vatching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV room to other rooms as well as watching the program.		2
	(CHECK ONE BOX ONLY)	Just watching the program In the same room as the TV and doing other things as well as watching the program Moving about from the TV room to other rooms as well as watching the program.  merally watch Everything Just certain things		2 3
	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO	Just watching the program In the same room as the TV and doing other things as well as watching the program Moving about from the TV room to other rooms as well as watching the program.  Merally watch  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b) Watch certain regular parts of	CH CER	2 3 1 2
•	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO THINGS, PLEASE ANSWER QUESTIONS 58	Just watching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV room to other rooms as well as vatching the program.  Merally watch  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b)  Watch certain regular parts of program  Watch the things that catch you.	CH CER	2 3 1 2 FAIN
•	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO THINGS, PLEASE ANSWER QUESTIONS 58	Just watching the program In the same room as the TV and doing other things as well as watching the program Moving about from the TV room to other rooms as well as watching the program.  Merally watch  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b) Watch certain regular parts of program	CH CER	2 3 1 2
•	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO THINGS, PLEASE ANSWER QUESTIONS 58	Just watching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV room to other rooms as well as vatching the program.  Merally watch  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b)  Watch certain regular parts of program  Watch the things that catch you.	CH CER	2 3 1 2 FAIN
i.	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO THINGS, PLEAGE ANSWER QUESTIONS 58  Do you	Just vatching the program In the same room as the TV and doing other things as well as watching the program Moving about from the TV room to other rooms as well as vatching the program.  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b) Watch certain regular parts of program Watch the things that catch you, interest on a particular day  The news	CH CER	2 3 1 2 FAIN 1 2
· ·	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO THINGS, PLEASE ANSWER QUESTIONS 58  Do you	Just vatching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV room to other rooms as well as vatching the program.  Merally watch  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b)  Watch certain regular parts of program  Watch the things that catch you, interest on a particular day  The news  The sports news	CH CER	2 3 1 2 TAIN 1 2
· ·	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO THINGS, PLEAGE ANSWER QUESTIONS 58  Do you	Just watching the program In the same room as the TV and doing other things as well as watching the program Moving about from the TV room to other rooms as well as watching the program.  Merally watch  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b) Watch certain regular parts of program Watch the things that catch you interest on a particular day  The news The sports news The weather reports	CH CERT	2 3 1 2 TAIN 1 2 1 2
· ·	(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you ge  (IF YOU WATCH EVERYTHING, PLEASE GO THINGS, PLEAGE ANSWER QUESTIONS 58  Do you	Just vatching the program  In the same room as the TV and doing other things as well as watching the program  Moving about from the TV room to other rooms as well as vatching the program.  Merally watch  Everything Just certain things  TO QUESTION 6 IF YOU JUST WAT AND 5b)  Watch certain regular parts of program  Watch the things that catch you, interest on a particular day  The news  The sports news	CH CERT	2 3 1 2 TAIN 1 2 1 2

6.	What do you like best about "Pulse"?			
7.	What do you like <u>least</u> about "Pulse"?			
8.	Do you ever watch a program called "T. 6:00 p.m. and 7:30 p.m. on weekdays?	he City at Six" on CBMT, charmel 6	, betwe	en
	oro p.m. and rrso p.m. on weekdays?	Yes		
		No (IF NO, PLEASE GO TO QUESTION 9)		2
8a.	Which do you generally prefer?			
		"The City at Six"		1
	(CHECK ONE BOX ONLY)	"Pulse"		2
		Both the same		3
	(IF YOU HAVE NO PREFERENCE, PLEASE GO	TO QUESTION 9)		
8b.				
	and the second s	The state of the s		

Next, we would like to know what you would like to see on programs like "Pulse" and "The City at Six".

9. How important is it to you to have each of the following on television in the early evening hours. For each item, please check whether it is very important to you, quite important to you, not too important to you, or not at all important to you.

		Very Important	Quite	Not too Important	Not at all Important
a>	News about the Montreal area.				
b)	News about other parts of the province of Quebec.			C	
c)	News of other parts of Canada.				
d)	News of the United States.	. 🗆			
e)	News of other countries.				
f)	News of the Federal Government (Ottawa).				
g)	Opinions about what's been going on in the news.				
h)	News of what's going on in French Canada.				
1)	Interviews with people in the news.				
1)	Sports news about local amateur sports.				
k)	Sports news about professional sports like baseball, hookey and football.				
1)	Comments and opinions on what's been going on in the sports world.				
m)	Descriptions of the weather in Montreal.				
n)	Descriptions of the weather in the rest of country.				
0)	Weather forecasts for the Montreal area.				
p)	Descriptions of things to do in the Montreal area.				
q)	Films about things going on in Montreal.				

a lot, a little,				like		D== 1+		
				LIKO	Like	Don't like	Don't	Don't
			_	Lot	little	too much	at all	this par
(a) Nowe reports	la .							
b) Weather repo	reta.							
c) Interviews w	ith peop	le.						
d) Films about Montreal.	happenin	ge in	. (	<b>-</b>	<u> </u>			
e) Sports News.			{					
								<u></u>
a) Andrew Marme	da di	d on hit	3		Job jo		Poor red	n't call is person
b) Don McGowan,	the wear	thermon						
c) Barbara Smith	h, the we	atherg	irl.					
d) Dick Irvine,	the spor	tecaet	er.					
describe "Pulse".  a very good descr					, where	you think t the works t	t applie in the pa	ir is
Fair <b>Fair</b>						imfair	or	
Fair  If you think one	of the w	ords in	the po	ir is	□ ⊠ a fairlu	Unfair	***ALAED	ru good)
Fair  If you think one description of th	of the w	O/16	the n		□ ⊠ a fairly	Unfair good (but	***ALAED	ry good)
Fair  If you think one description of th  Fair  Fair	of the w progra		the po	iir is	a fairly	Unfair good (but Unfair Unfair	not a ve	
Fair  If you think one description of the Fair Fair If you think each	of the w progra	words i	the pools.	air is	a fairly	Unfair good (but Unfair Unfair	not a ve	
Fair  If you think one description of th  Fair	of the w progra	words i	the pook:	air is	a fairly	Unfair good (but Unfair Unfair ally to th m, check:	not a ve	
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Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE	of the we progra	words i	n the po	air is	a fairly	Unfair good (but Unfair Unfair ally to th m, check: Unfair	not a ve	
Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE Clear	of the we progra	words i	n the po	air is	a fairly	Unfair good (but Unfair Unfair ally to th m, check: Unfair	not a ve or e prograv	
Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE Clear Dull	of the we progra	words i	n the po	air is	a fairly	Unfair good (but Unfair Unfair Unfair to th m, check: Unfair PAIR OF WOI	not a ve or e prograv	
Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE Clear Dull Slow and dragged of	of the we progra	words i	n the po	air is	a fairly	Unfair good (but Unfair Unfair unfair ally to th m, check: Unfair PAIR OF WOI Confusir	not a ve or e prograv  RDS) ng ting	
Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE Clear Dull Slow and dragged of Light	of the we progra	words i	the pook:  n the pription  ONE 80	air is	a fairly	Unfair good (but Unfair Unfair unfair ally to th m, check: Unfair PAIR OF WOI Confusir Interes Fast mor Serious	not a ve or e prograv  ROS) ng ting pring	m, or if
Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE Clear Dull  Slow and dragged of Light Stiff and formal	of the we progra	words i	the pook:	air is	a fairly	Unfair good (but Unfair Unfair unfair ally to th m, check: Unfair PAIR OF WOI Confusir Interes Fast mor Serious	not a ve or e prograv  RDS) ng ting	m, or if
Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE Clear Dull  Slow and dragged of Light Stiff and formal Professional	of the we progra	words i	the pook:	zir is	a fairly	Unfair good (but Unfair Unfair unfair ally to th m, check: Unfair PAIR OF WOI Confusir Interes Fast mor Serious	not a ve or e prograv  ROS) ng ting pring	m, or if
Fair  If you think one description of the Fair Fair  If you think each you think neither Fair  (PLEASE MAKE SURE Clear Dull Slow and dragged of Light Stiff and formal Frofessional For me	of the we progra	Words i	the pook:	xir is	a fairly	Unfair good (but  Unfair Unfair Unfair  Ally to th m, check: Unfair  PAIR OF WOI  Confusir Interes: Fast mon Serious Friendly Amateur Not for	not a ve or e prograv  RDS) ng ting ring ring me	m, or if
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b) News in general.  c) News about the Montreal area.  d) Film of the news taking place.  e) Correspondents and reporters talking about the news.  f) The newereader, Andrea Marquie, reading the news.  g) Things that have nothing to do with the news.  h) Sports news.  l) Information on the weather.  j) Jokes and informal charter between people on the show.  14. Pinally, here are some things that have been said about "Pulse". Please oneck for each one, how much you agree or disagrees.  Agree Agree a little Uncertain a little a lot on the show.  15. The program deals with too many things that are just not interseting to the awards etwer.  b) There is too much repetition on "Pulse" about diverseting to the awards etwer.  c) The people on the show seem very through and interseted the what they are doing.  d) "Pulse" should give only news of the day, sports and weather and forget about other tringe.  d) "Pulse" they go on too long with each thing.  f) On "Pulse" they go on too long with each thing.  d) After watching "Pulse" I rectly feel I know what's happened in the news.  d) "Pulse" gives you a good idea of what's going on in Montreal.  h) "Pulse" should spend time on events and personalities that are not covered by ordinary newsoasts		en			Too n	tuch No	t enough	About right
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If you feel we have not covered the subject, or if you would like to enlarge on any of your replies, please make your comments here.



ADCOM RESEARCH EIMITED • 95 Berkeley Street • Toronto • Ontario • M5A 2W8 • (415) 869-1912

Dear Participant,

You will recall that one of our interviewers telephoned you a few weeks ago to ask your co-operation for our research on some local Montreal television programs. We did this with a large number of Montrealers so that we could ask different people about different programs.

in your case, we would like you to tell us what you think about "THE CITY AT SIX" on CBMT, channel 6, weekdays between 6:00 and 7:30 in the evening. Would you please watch two or three programs over the next week and then answer the questions.

I am sure you will find the questionnaire fairly straightforward and reasonably interesting to complete. There is also space on the back page for any comments you may wish to add.

We have enclosed a small token of our appreciation for your help as well as a stamped, addressed envelope for your convenience.

Sincerely

(Mrs.) Heather Wark Project Co-ordinator

HW/op



like to know how you usually watch ". I. How many days a week do you usua			
(CHECK ONE BOX ONLY)			
TO LONG BOX ONE!	Every day		- 1
	3 or 4 days a week		í.
	1 or 2 days a week		3
	Less than once a week		4
2. "Pulse" starts at 6:00 and ends a time to	at 7:00. When you watch, do you u	suclly	
(CHECK ONE BOX ONLY)	The whole program		1
	Just part of it		2
(IF YOU USUALLY WATCH JUST PART C	OF IT PLEASE ANSWER ONESTION 2-1		
la. Please check all the quarter-hour	neminde when you sensity which m	D. Loot	
	6:00 - 6:15		
(CHECK AS MANY BOXES AS APPLY)	6:15 - 6:30		1
	6:30 - 6:45		2
			3
	6:45 - 7:00		4
	he <u>most</u> important thing you want t	0 866?	
. When you watch "Pulse", what is t	onerally	0 866?	
	enerally  Just watching the program		1
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(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you go (IF YOU WATCH EVERYTHING, PLEASE OF PLEASE ANSWER QUESTIONS 55 AND 56)	Just watching the program In the same room as the TV a other things as well as watch program Moving about from the TV room other rooms as well as watch program generally watch Everything Just certain things 30 TO Q. 6 - IF YOU JUST WATCH CER	nd doing hing the m to ing the m	3 1 2
(CHECK ONE BOX ONLY)  (CHECK ONE BOX ONLY)  When you have "Pulse" on, do you go (IF YOU WATCH EVERYTHING, PLEASE OF PLEASE ANSWER QUESTIONS 5a AND 5b)  Do you	Just watching the program  In the same room as the TV a other things as well as watch program  Moving about from the TV room other rooms as well as watch program  generally watch  Everything  Just certain things  30 TO Q. 6 - IF YOU JUST WATCH CER	nd doing hing the m to ing the m	3 1 2
(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you go  (If YOU WATCH EVERYTHING, PLEASE OF PLEASE ANSWER QUESTIONS 58 AND 56)  B. Do you	Just watching the program In the same room as the TV a other things as well as watch program Moving about from the TV room other rooms as well as watch program generally watch Everything Just certain things 30 TO Q. 6 - IF YOU JUST WATCH CER Watch certain regular parts of program Match the things that catch yinterest on a particular day	nd doing hing the m to ing the m	3 1 2 5,
(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you go the season of	Just watching the program  In the same room as the TV a other things as well as watch program  Moving about from the TV room other rooms as well as watch program  generally watch  Everything  Just certain things  30 TO Q. 6 - IF YOU JUST WATCH CER  Watch certain regular parts of program  Watch the things that catch y interest on a particular day	nd doing hing the m to ing the m	3 2 5,
(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you go  (If YOU WATCH EVERYTHING, PLEASE OF PLEASE ANSWER QUESTIONS 58 AND 56)  B. Do you	Just watching the program  In the same room as the TV a other things as well as watch program  Moving about from the TV room other rooms as well as watch program  generally watch  Everything  Just certain things  30 TO Q. 6 - IF YOU JUST WATCH CER  Watch certain regular parts of program  Match the things that catch ginterest on a particular day  The news	nd doing hing the m to ing the m	3 2 5,
(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you go the season of	Just watching the program  In the same room as the TV a other things as well as watch program  Moving about from the TV room other rooms as well as watch program  generally watch  Everything  Just certain things  30 TO Q. 6 - IF YOU JUST WATCH CER  Watch certain regular parts of program  Match the things that catch ginterest on a particular day  The news  The sports news	nd doing hing the m to ing the m	3
(CHECK ONE BOX ONLY)  When you have "Pulse" on, do you go the season of	Just watching the program  In the same room as the TV a other things as well as watch program  Moving about from the TV room other rooms as well as watch program  generally watch  Everything  Just certain things  30 TO Q. 6 - IF YOU JUST WATCH CER  Watch certain regular parts of program  Match the things that catch ginterest on a particular day  The news	nd doing hing the m to ing the m	3 2 5,

You to	would like you to think about the CBMI program "The City at Six" which we asked watch.
Firet,	we would like your general impression of "The City at Six".
6.	What do you like best about "The City at Six"?
7.	What do you like <u>least</u> about "The City at Six"?
-	
-	
-	
8a.	Which do you generally prefer?  "The City at Six"
	(CHECK ONE BOX ONLY) "Pulse"   Both the same   3
	(IF YOU HAVE NO PREFERENCE, PLEASE GO TO Q. 9)
8b.	Why do you prefer that one?
-	
-	
-	

Next, we would like to know what you would like to see on programs like "Pulse" and "The City at Six".

9. How important is it to you to have each of the following on television in the early evening hours. For each item, please check whether it is new important to you, quite important to you, not too important to you, or not at all important to you.

		Very Important	Quite Important	Not too Important	Not at all Important
a)	News about the Montreal area.				
b)	News about other parts of the province of Quebec.				
c)	News of other parts of Canada.				
d)	News of the United States.				
e)	News of other countries.				
f)	News of the Federal Covernment (Ottawa).				
g)	Opinions about what's been going on in the news.				
h)	News of what's going on in French Canada.				
1)	Interviews with people in the news.				
1)	Sports news about local amateur sports.				
k)	Sports news about professional sports like baseball, hookey and football.				
1)	Comments and opinions on what's been going on in the sports world.				
m)	Descriptions of the weather in Montreal.				
n)	Descriptions of the weather in the rest of country.				
0)	Weather forecasts for the Montreal area.				
p)	Descriptions of things to do in the Montreal area.				
q)	Films about things going on in Montreal.				

Now,	we would like your opin	ion on spec	ifio thing	78 about	the "The Ci	t; at Si	$x^n$ .
10.	For each of the following	ng parte of	"The City	y at Six"	, please ch	eck whet	her you
	like it a lot, a little	, not too m	nich, or ni	ot at all	<u>.</u>		Don't
			Like	Like	Don't	Don¹†	recall
			Lot	little		at all	this part
	a) Naws reports.						
	b) Weather reports.		=1				
	c) Interviews with peo	ple.					
	d) Films about happens Montreal.	ings in					7
	e) The "City Guide".			~			
	f) Sports News.						
	g) The Press Review or	Mondous.	_			7	
	h) The sports assay wi		المسيعة				
	Atkinson on Thursdo						
11.	For each of the follows	ing people u	sho appear	on "The	City at Sis	", pleas	se check
	whether you think he or	she does d	very goo.	a 100, a	good 100, d	Jair 10	D OF a
				Verv			Oon††
				good	Good Fair	Poor I	recall
				Job	lop lop	Job 1	this person
	a) Paul Rush, the hos	· .					
	b) Dave Nichols, the	mohorman.					
	c) Bob Girolami, the	newereader .					
	d) Bill Haldimand, the	s weathermar	2.				
	e) Bob McDevitt, the						
	f) Gordon Atkinson, ti						
	g) We se Grigsby, hos						
	h) Dian Cohen, econom						
12.	Place a check mark bett aribe "The City at Six is a very good descrip	". For exam	mple: If	you think	you think cone of th	it appli e words	ies, to des- in the pair
	Fair	DE0			Unfa		or
	Fair				₩ Unfa		7.
	If you think one of the description of the pro-			sa <u>fairl</u>	y good (but	not a v	ery goodi
	Fair Fair			<b>S</b>	Unfa		or
	If you think each of t	he words in	the pair	applies o	equally to	the prog	ram, or if
	Fair				Unfa	ir	
	(PLEASE MAKE SURE THAT			TWEEN EA	CH PAIR OF	WORDS)	
!	Clear					ueing	
	Dull		1 —			resting	
	Slow and dragged out					moving	
	Light				Seri	_	
	Stiff and formal						informal
	Professional				Amat		
	For me					for me	
	Getting worse				Carrier Control	ing bett	er
	Enjoyable				The res	joyable	
	Informative				L	informat	ive
	2110 0111111111111111111111111111111111						

muc	in of it, not enough of it, or o						
			Too	much !	Not enough	About R	Right
a)	Interviews.					=	
ы	News in general.					$\supset$	
c)	News about the Montreal area.			$\supset$		$\supset$	
d)	Film of the news taking place.				=	$\supset$	
•)	Correspondents and reporters to about the news.	talking		$\supset$			
f)	The newereader, Bob Girolami, the newe.	reading				$\supset$	
g)	Things that have nothing to de the news.	with				$\supset$	
ħΣ	Sporte news.						
()	Information on the weather.						
J>	Jokes and informal chatter bet people on the show.	tween				7	
		on you <u>c</u> Agree	Agree	isagres	Disag	gree Dis	
a)	The program deals with too	sh you <u>c</u>	gras or c	isagres	, Disa	gree Dis	agree lot
	The program deals with too many things that are just not interesting to the average	on you <u>c</u> Agree	Agree	isagres	Disag	gree Dis	
	The program deals with too many things that are just not	Agree	Agree	Uncer	Disag	gree Dis	
a)	The program deals with too many things that are just not interesting to the average viewer.  There is too much repetition	Agree s lot	Agree	Uncer	Disa	gree Dis	
a) b) c)	The program deals with too many things that are just not interesting to the average viewer.  There is too much repetition on "The City at Six"	Agree s lot	Agree a little	Uncer	Disa	gree Dis	<b>-</b>
a) b) c) d)	The program deals with too many things that are just not interesting to the average viewer.  There is too much repetition on "The City at Six"  The people on the show seem very involved and interested in what they are doing  The "City at Six" should give only the news of the day, sports and weather and forget about other things  "The City at Six" is a show	Agree s lot	Agree a little	Uncer	Disa	gree Dis	
a) b) c) d)	The program deals with too many things that are just not interesting to the average viewer.  There is too much repetition on "The City at Six"	Agree s lot	Agree a little	Uncer	Disa	gree Dia	
a) b) c) d)	The program deals with too many things that are just not interesting to the average viewer.  There is too much repetition on "The City at Six" The people on the show seem very involved and interested in what they are doing The "City at Six" should give only the news of the day, sports and weather and forget about other things "The City at Six" is a show you can tune to at any time and get the news	hyou a	Agree a little	Uncer	Disagnation alli	gree Dia	
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ADCOM RESEARCH LIMITED • 95 Berkeley Street • Toronto • Ontario • M5A 2W8 • (416) 869-191

Dear Participant,

You will recall that one of our interviewers telephoned you a few weeks ago to ask your co-operation for our research on some local Montreal television programs. We did this with a large number of Montrealers so that we could ask different people about different programs.

In your case, we would like you to tell us what you think about "THE CITY AT SIX" on CBMT, channel 6, weekdays between 6:00 and 7:30 in the evening. Would you please watch two or three programs over the next week and then answer the questions.

I am sure you will find the questionnaire fairly straightforward and reasonably interesting to complete. There is also space on the front page for any comments you may wish to add.

We have enclosed a small token of our appreciation for your help as well as a stamped, addressed envelope for your convenience.

Sincerely

(Mrs.) Heather Wark Project Co-ordinator

Reather Work

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ret, we would like your What do you like best		ession of "The City at Six" City at Six"?		
What do you like best	about "The	City at Six <sup>n</sup> ?		
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Next,	we would	like	to	lonow	what	you	would	like	to	800	on	a	program	like	"The	City	at
Six".																	

4. How important is it to you to have each of the following on television in the early hours. For each item, please check whether it is very important to you, quite important to you, not too important to you, or not at all important to you.

		Very	Quite Important	Not too Important	Not at all Important
a)	News about the Montreal area.				0
ь)	News about other parts of the province of Quebec.				
c)	News of other parts of Canada.				
d)	News of the United States.				
Θ)	News of other countries.				
f)	News of the Federal Covernment (Ottawa).				
g)	Opinions about what's been going on in the news.				
h)	News of what's going on in French Canada.				
1)	Interviews with people in the news.				
1)	Sports news about local amateur sports.				
k)	Sports news about professional sports like baseball, hockey and football.				
L)	Comments and opinions on what's been going on in the sports world.				
m)	Descriptions of the weather in Montreal.				
n)	Descriptions of the weather in the rest of the country.				
0)	Weather forecasts for the Montreal area.				
ρì	Descriptions of things to do in the Montreal area.				
d)	Films about things going on in Montreal.				

Now,	, we would like your opin	ion on st	peoific	things	about t	he imhe o	itu at i	Seize F
5.	For each of the following	na parte	of imp	e City a	t Six".			
	like it a lot, a little	, not too	o much,	or not	at all.	7		, gow
			LII		lke	Don't	Don't	Don't
			10	<u> </u>	ittle	like too much	like at al	recall this part
	a) News reports.							
	b) Weather reports.			<b>-</b>				
	c) Interviews with peo	ple.	C					
	d) Films about happeni Montreal.	ngs in						
	e) The "City Guide".							
	f) Sports News.							
	g) The Press Review on	Mondays.		3				
	h) The sports essay wi		3	7				
	Atkinson on Thursday							
6.	For each of the following weather you think he or poor job.	ng people she does	who ap	good jo	"The Ci	ty At Six	", ple	ob or a
					ory	d Fair		on't
					b Job			his person
	a) Paul Rush, the host.							
	b) Dave Nichols, the a	iohozman.						
	c) Bob Girolami, the ne	wereader		i				
	d) Bill Haldimand, the	weatherm	an.					
	e) Bob McDevitt, the sy	ortsoast	er.	(				
	f) Gordon Atkinson, the	aports	<b>es</b> e ayie	t.				
	g) Wayne Grigsby, host	of "City	Guide"	. 1				
	h) Dian Cohen, economic	comment	ator.	(				
7.	Place a check mark betwee describe "The City at Si pair is a very good desc	x". For	exampl	e: If y	ou thin	ou think k one of	it appl the wor	ies, to ds in the
	Fair Fair	<b>23</b>			□ ⊠	Unfa Unfa		229
	If you think one of the description of the progr	words in	the pa k:	ir is a	fairly s	good (but	not a r	em, good)
	Fair Fair					Unfa Unfa		<u>y</u>
	If you think each of the you think neither is a g	words in	n the perion	air appl of the	ies equ program	ally to to	he prog	ram, or if
	Fair					Unfa	ir	
	(PLEASE MAKE SURE THAT Y	OU CHECK	ONE BO	X BETWEE	N EACH	PAIR OF W	ORDS)	
	Clear					Confi	using	
	Dull						resting	
	Slow and dragged out						moving	
	Light					Serie		
	Stiff and formal							d informal
	Professional			4		Amate		
	For me						for me	
	Getting worse						ing beti	er
	Enjoyable						ioyable	
	Informative					Not 1	informat	ive

				right am	ount of	it.	iz" has too
				Too	much h	lot enough	About Right
	a)	Interviews.		١	כ		
	ь)	News in general.					
	c)	News about the Montreal area.			3		
	d)	Film of the news taking place.			J		
	e)	Correspondents and reporters t about the news.	alking		3		
	f)	The newereader, Bob Girolami, the news.	reading		3		
	g)	Things that have nothing to do the news.	with		3		
	h)	Sports news.			)		
	1)	Information on the weather.		Comme			
	J)	Jokes and informal chatter beta people on the show.	ween		ŧ		
		2	Igree	Agree			ree Disagree
	a)	The program deals with too			Uncer		
		many things that are just not interesting to the average viewer					
	b)	There is too much repetition on "The City at Six"					
	c)	The people on the show seem very involved and interested in what they are doing					
	d)	The "City at Six" should give only the news of the day, sports and weather and forget about other things					<u>—</u>
•	e)	"The City at Six" is a show you can tune to at any time and get the news					et actual
1	f)	On "The City at Six" they go on too long with each					
٤	g)	thing					
ř	h)	"The City at Six" gives you a good idea of what's					
i	1)	"The City at Six" should spend time on events and personalities that are not covered by ordinary					اسدا
		newscasts					







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